

# Electrical Merchandising

Engineering Library



## Homes—Old and New!

A million new homes are coming and must be equipped. Seven million present homes need better fixtures and more appliances. And five million other homes still stand unwired, in reach of electric-service lines! Study this issue and compute Your Share of this market.

Fixture Buying  
Number 0



## On March 4—

**I**N the SATURDAY EVENING POST will appear the second of the Home Lighting Series. The painting is by Worth Brehm who has proved so popular with Edison MAZDA Lamp Agents and their customers, and is reproduced in two colors as shown above.

Then directly to the women of America, who buy the bulk of lamps for the home, the message of better lighting at less cost will be carried through four pages in color in the LADIES' HOME JOURNAL, beginning with the April number.

To merchants and automobile owners—in two separate series—will be told the story

of the brightness, dependability and economy of Edison MAZDA Lamps.

The second Edison MAZDA Automobile Lamp advertisement—in color—will appear in the SATURDAY EVENING POST of April 1. The first appeared February 4.

The first Commercial Lighting advertisement—in color—will appear in the SATURDAY EVENING POST of April 29.

By these three separate national advertising campaigns, plus window display material, publications and other sales publicity, our co-operation with Edison MAZDA Lamp Agents will be greater during the coming year than ever before.

*Are you taking full advantage of it?*

# EDISON

## MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY



# Electrical Merchandising

Volume 27

The Monthly Magazine of the Electrical Trade

Number 2

With which is incorporated *Electrocraft*

February, 1922

## "More Business—Better Business"

*The N. E. L. A. Nation-wide Campaign Is, After All,  
a "Home-Town" Affair, and  
Puts It Up to You!*

It should be an inspiration to every electrical man to see the entire industry—dealers, contractors, central stations, jobbers and manufacturers—united in one great campaign this spring to bring more business and better business to us all.

In his recent address sounding the call, M. R. Bump, president of the National Electric Light Association, has pictured the opportunity in terms that will not seem unfamiliar to readers of *Electrical Merchandising*.

"There is no such thing as saturation in the electrical industry," declares President Bump. "The sales opportunity now before us in the homes of the 8,500,000 present electricity users staggers the imagination. And with 5,000,000 existing houses unwired but within reach of electric service wires, another marvelous field is opening before us, at the rate of a million new customers a year.

"The electrical business is on the verge of the biggest boom it has ever known," continues Mr. Bump. "The only limit to our growth and expansion is our own man-power! Thus far, actually, the electrical industry has realized barely 10 per cent of its opportunities for sales and service.

"The 'More Business—Better Business' campaign now being launched means bigger and better business, not alone for the lighting companies but for every branch of the industry."

But this campaign which President Bump is leading will not be great because we call it so. It will be only as big and

as effective as we make it locally and individually *by doing things*. It is well therefore for every electrical man to fix his place in it right now and by the service that he gives insure his profitable participation. For the opportunity is as great as we can measure it. In a word, we are undertaking to awaken the public to the fact that good times will come back as quickly as we all restore our confident belief that times are good. For the money is here. The needs are pressing. Only, people wait. But *selling will sell* and business brings business, and profits make prosperity.

A nation-wide campaign by electrical men for "More Business and Better Business" is after all a job for groups of earnest workers organized in towns and cities. The plans are forming. The work will be clear-cut and definite. Ideas will be exchanged and ammunition plentiful. But everywhere it is the local public that must be interested and inspired to act. The best man in every town must therefore be selected for leadership without regard to which end of the business he belongs, and he must organize his town to



M. R. BUMP

President National Electric Light Association

"There is no such thing as saturation in the electrical industry," declares Mr. Bump. "The electrical business is on the verge of the biggest business it has ever known. The only limit to our growth and expansion is our own man-power."

*do it now, and do it big! We want more business—better business—and we can have it now if we get it for ourselves.*

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### ELECTRICAL MERCHANDISING

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### CONTENTS

A Few Ideals to "Shoot At".....	52
Selling Wiring—\$10,000 Weekly... By James H. Collins	54
Will You Fight for Your Share in Homes Old and New?.....	58
The Fixture Market at Milwaukee..	60
"Well Lighted Is Half Furnished"..	65
Electrical Merchandising Pictorial 67-82	
Popular and Artistic Designs Shown at Fixture Market	
How to Merchandise a Contract for Wiring a New House	
Light Marks the Beginning of the "Home Electric"	
"He Did It with All His Heart—And Prospered"	
Something New in Radio for Everybody	
Cleveland Maintains Its Lead as First Electrical City.....	83
Lighting Fixture Patents.....	85
YOUR Quarrel with the Underwriters.....	86
Five Big Changes in the Tax Law.. By Robert Murray Haig	90
Radio—the Merchandising Sensation of the Hour.....	92
By Pierre Boucheron	
Editorials and Departments.....	94-114

# A Few Ideals to "Shoot At"—

## *Electrical Merchandising Believes That:*

**E**LECTRICAL men more generally must come to recognize the great and unparalleled opportunities for service to mankind which electricity affords in its manifold and increasing applications—in factories, construction work, transportation, shops, stores, offices and homes—and that *to get more people to use more electricity, in more useful ways*, is an obligation which devolves upon every electrical man, as his personal responsibility to the public and to the electrical industry.

**A**LL electrical men should themselves use electrical appliances and live in electrical homes, as a continuous living demonstration in their communities of the comfort and economy of "doing it electrically."

**M**ANUFACTURERS should extend the jobbers' discount not for quantity purchases, but only to responsible organizations that perform the economic and service functions of a jobber.

**D**ISCOUNTS in the chain from manufacturer to jobber to retailer should be so adjusted that every man who performs a function gets paid for it.

**T**HE electrical industry through a joint commission of retailers and jobbers and manufacturers should make a thorough survey of methods and costs in the distribution of domestic electrical appliances, in order to discover where wastes in such distribution occur, what such wastes cost, what wastes can be prevented and how, and to provide a sound foundation of facts on which to determine what are fair margins for any and all distributing agencies between producer and consumer.



*The Electrical Business Must Offer Prosperity*

**T**HE electrical business, in order to secure successful men, must offer prosperity in generous measure by paying salaries and offering participation in profits sufficient to attract men of brains and ability, in open competition with other lines of business.

**B**ELIEVING that low aim, not failure, is disgrace, and that it is a stimulus and inspiration to all men to have a creed of practical ideals to shoot at, *Electrical Merchandising* submits these thoughts



*One Voltage, One Frequency, and One Kind of Attachment Plug*

**O**NE voltage, one frequency, and one kind of current should be made a universal standard for ordinary commercial and residence service in all communities as fast as existing systems permit, and that immediate steps be taken to agree on such a standard—possibly 110-volt, 60-cycle alternating current.

**T**HE generating and distributing of electricity is the prime function of the central-station, and that no secondary activity should be engaged in that jeopardizes this main objective. The central-station, however, should recognize its responsibility in the development of the local market for energy-using appliances and should make its place of business headquarters for all appliances and a friendly, sympathetic pace-maker for all dealers in the intensive selling of electrical appliances.

**E**LECTRIC public service companies should sell their securities, widely distributed, among their local public, so that the people of each community will feel a personal interest in their utility companies and an obligation to treat such companies fairly.

**E**LECTRICAL jobbers should make a physical separation of wholesale and retail business, where for local reasons it is not expedient to hang up the "Wholesale Only" sign, and bend their energies to their function of distributing to the wholesale buyer and to stimulating the retailer to greater activity and more efficient methods.

to the electrical industry. We offer them as sensible suggestions for commercial policies which should be advocated by electrical men of every class and established gradually as standards for us all.

**A**LL light and power rate schedules and contracts should be simplified and humanized, and be so expressed that the customer will no longer be bewildered and offended.

**C**ENTRAL stations should, where practicable, discontinue the practice of requiring a deposit before consenting to supply service to a new customer.

**E**VERY electrical business concern should know its costs both for the protection of its own prosperity and its obligations to the trade of which it is a member.

**E**LECTRICAL contractor-dealers, jobbers and manufacturers should do their utmost to increase the popular appreciation of public utilities in general and upbuild confidence in the local central-station.

**A**SSOCIATION activities should be more closely co-ordinated to reduce the waste of duplication, and that the class thinking of the groups of electrical men represented by these associations should be more freely interchanged and harmonized.

**A**CAREFUL study of present electrical inspection functions should be made, to the end of revising or reshaping present inspection methods which are now sometimes charged as acting as a brake on progress in the art—and placing these responsibilities in the hands of men sympathetic with the aims of the electrical industry and appreciative of its coming development as a vast agency for the benefit of mankind.



*Electrical Men Should Invest in Electrical Business Enterprises*

**E**LECTRICAL men of all branches of the industry should invest a portion of their savings in electrical business enterprises.





Meters Readable from Outside

RESIDENTIAL meters should preferably be installed in protected positions *outside* the house or apartment, so that the meter reader need not enter the house, the expense of return calls may be avoided, and the customers be saved annoyance, and goodwill for the electrical industry will be promoted.

CENTRAL-stations should not disconnect residences when vacated, so that electric service may be immediately available upon the reoccupation of the house.

ALL appliances sold by central-stations, except during pioneering periods, should be sold at a merchandising profit and all repair jobs be done at a profit so that the sales department, carrying its proper share of overhead expense, may pay a profit to the stockholder on the business it has done, at the same time avoiding destructive competition with others in the industry.

IN cases where the central-station does a merchandising business its salesroom should be equipped and organized as a real store, to do a straightforward merchandising business that will serve as a pattern, guide and stimulus to other local stores selling electrical appliances, in order that the greatest possible number of appliances shall be sold, no matter who sells them.

THE executive in charge of the business side of the central-station should be made responsible for all contacts and relations with the public, including not only selling and advertising, but inspection and trouble service to the customer, the sale of company securities to the public, and all the civic activities and trade relations of the company—concentrating this entire authority in a man big enough to function in this larger way.

THE central-station commercial executive or sales manager should be regarded as occupying the position of sales promoter and friendly adviser for the entire local electrical selling family, charged with promoting the business success of each and all of the local concerns, and in this way promoting the company's business. Lists of electricity users and appliance owners should be shared by the central-station with local dealers, to promote the sale of appliances. Central-station advertising should list names and addresses of all local dealers as well as company's own electric shop. It is to the central-station's interest to foster and encourage all possible retail sales by any retail dealer in its community.

THE central-station should make its lighting and power bills payable at neighborhood electrical dealers' stores, in so far as practicable.

CENTRAL-stations should render a "Service of Correct Time" by some convenient means or signal—such as the dimming of the lights for an instant at 8 p.m. each evening to flash the correct time to the entire community.

CENTRAL stations should assume the leadership in their own territories in the effort to bring about the complete standardization of plugs on the basis of the attachment plug with the parallel blades, standardization of the appliance ends of cords, and the standardization of other fittings, ratings and labelings that now confuse the public.



Why Not House Meters that Indicate the Month's Consumption of Electricity in Plain Figures?

IN order that the public may understand their electricity bills more clearly, steps should be started to have all house meters read directly in figures the kilowatt-hours consumed, or even in dollars and cents, with a "tripregister" to indicate the month's consumption, as well as a tallying of the grand total.

IN customers' installations all exposed parts of electrical circuits from which the layman is likely to get a shock should be covered. This means the installation of safety switches, dead-front panels, dead-front receptacles, porcelain sockets and switches in damp places, insulators in pull chains, etc.

ELECTRICAL manufacturers and jobbers should publish net prices and abandon the confusing system and wasteful expense of combining list prices and discounts.



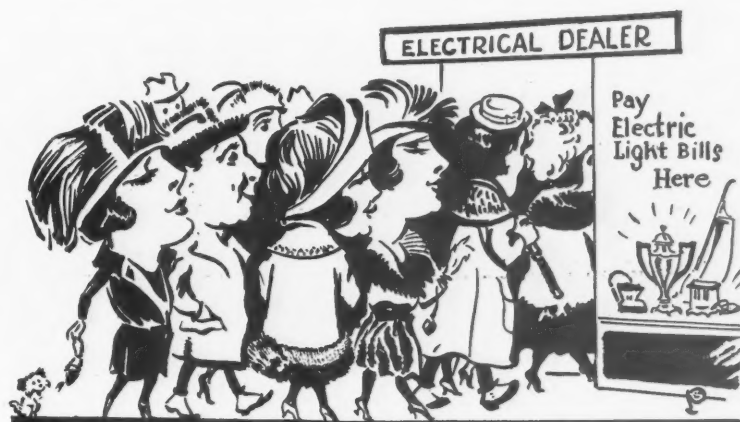
Convenience Switches and "Convenience Outlets"—Quality Electrical Work!

THE electrical trade should practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with "convenience outlets" and that their use be promoted by this name; that plugs and receptacles be standardized; that fuses and switches be properly labeled when installed, and fuse blocks be marked with proper sizes of fuses to be used; that dining room tables be wired for operation of table appliances; that fixtures be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience, and that meter-boards be so located that meters can be read without entering the house.

MANUFACTURERS' jobbers, central-stations and dealers should apportion a percentage of their sales appropriations and effort to the development of markets for those appliances that still need pioneering—and build them up to the point where they become staple merchandise.

THE local electrical family in every community should organize and harmonize its interests, purposes and policies, so that the public will see electrical men agreed on principles and working together in friendly co-operation.

IT is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory, and to organize, from time to time, model "Home Electric" demonstrations, electric shows, home lighting exhibits, commercial lighting exhibits, "electrical weeks" and similar educational influences.



Monthly Lighting Bills Payable at Neighboring Contractor-Dealers' Stores

# Selling Wiring—\$10,000 Weekly

One Salesman Can Keep Ten Journeymen Electricians Busy! A New Jersey Housewiring Selling Organization Has Sold Contracts to the Amount of \$150,000 for Electrical Contractors During the Fall and Winter

By JAMES H. COLLINS

**A**N ARMY officer got home from France to find that the automobile accessory business he had left behind was bankrupt.

Then, on top of that, his home burned down without any insurance.

Setting to work to build again, he was attracted by an electrical contractor's advertisement in the local paper: "Houses wired

for electricity on monthly payments." That looked like a good thing for a home-builder pinched in his appropriation.

"Yes, that's right," said the contractor when the ex-colonel looked him up. "But we won't be ready to do business that way until next month."

So the home-builder paid cash for his wiring after all, but the idea of wiring houses on the installment plan interested him from another angle.

"When you get ready to wire houses on that plan," he said to the contractor, "I'd like to find customers for you," and a little later went to work with such success that he began to study the electrical business itself.

This new electrical recruit was Colonel Earl McMannus, a West Pointer ('98) who had seen Philippine service, got leave of absence from the Army in 1913, engaged in the automobile accessory business, had his leave cancelled in 1915 to be sent to France as an observer of French tactics, and rose to colonel



Here are the three prime-movers of the wiring-selling organization—Colonel Earl McMannus, L. L. Parrott, Joseph C. Derochie. Since they began their efforts last summer, more than \$150,000 worth

of house wiring has been signed up in the Jersey territory—\$50,000 worth of it in the six weeks before Christmas when salesmen met the double-barreled objection of hard times and Christmas spending.

They made a study of more than \$350,000 worth of wiring installations to learn costs and strike an average, and tried out their plan. It was soon clear that they could save at least 5 per cent on selling expenses. With that, they organized the McMannus-Parrott Sales Company, which is today operating as an independent selling organization for electrical

and chief-of-staff over 63,000 men when we got into the War. There was another salesman working for the contractor, L. L. Parrott, with experience in motor accessories and other lines. Also a youngster two years out of college, Joseph C. Derochie, who had charge of the credit work made necessary by installment wiring.

## Canvassing for Wiring of Existing Houses

Between them they worked out an idea. Most wiring contracts were made with people building new houses. This installment plan ought to put wiring within reach of thousands of people living in finished houses. Most wiring contract jobs were landed by salesmen for individual contractors working in competition with each other, and there wasn't always enough new construction to go around. But suppose the whole community could be canvassed for wiring contracts on old construction—couldn't enough business be found to keep all the contractors busy?

contractors in the most populous section of New Jersey, with headquarters at 40 Clinton Street, Newark, and covering Newark, Elizabeth, Paterson, Hoboken, Passaic and Jersey City. Since they began last summer more than \$150,000 worth of wiring has been signed up in that territory, \$50,000 worth of it in the six weeks before Christmas when householders met salesmen with the double-barreled objection of hard times and Christmas spending. Every journeyman electrician in that section is working, where before there was a considerable amount of unemployment.

## "We Will Get You \$50,000 Worth of Wiring Jobs Without Expense"

When this independent sales organization makes an agreement with an electrical contractor to secure for him at least \$50,000 worth of wiring jobs without expense to himself, it is so attractive a proposal that he usually signs immediately. In a little while he is working full tilt at wiring, and nothing else. With his own sales force, at least half his atten-



tion was given to sales problems. He had to advertise for salesmen, interview applicants, try them out, train them one by one and replace them. If his business ran to even a moderate volume, he would need a sales manager. Under the new plan he concentrates on wiring, and all his hiring and training goes into building up and supervising a more efficient technical force.

This sales organization now has 150 canvassers at work, few of them with electrical training, or even selling experience. Almost any intelligent, willing fellow can be turned into a capable canvasser in ten days, because he is trained and supervised by men who devote all their time to sales work.

"Rather a tidy business for a man to make for himself out of nothing, in hard times," suggested the writer.

"Why, hard times is one of our best selling arguments!" said Colonel McMannus. "Last week some of our men began to slack up because people did not want to talk wiring until after Christmas—needed all their money for presents, were busy shopping, and so on. 'How many of you boys have a prospect like that—willing to talk wiring, but not until after Christmas?' I asked. Three salesmen said they each had such a prospect in mind. I went out with those three fellows and closed the first contract in twenty minutes, the second in fifteen minutes, and the third in an hour. In each case the argument was 'hard times.' 'You have the money to wire your home,' I told them. 'There are thousands of men out of work. If you order

this job done now instead of waiting, you will have the comfort of electric light and conveniences that much sooner, and you will do your share in making a Merry Christmas for other people by putting them to work.'"

#### "Hard Times" Plea Turned Into Sales Argument

"We have emphasized that so persistently that we would miss the hard times argument if there was a sudden prosperity boom. We are not only selling wiring, but trying to find work for men. One salesman can keep ten journeymen electricians at work. Besides 700 or 800 additional mechanics who have been given employment by our organization, many more have been taken on by the electrical equipment factories and the central stations. Hard times talk is a good sales argument for us, but apart from that I have no patience with it. Hard times is largely marking time—if people would stop talking about depression and get busy, they would find, as we have, that there is money to be spent and business to be got if they will go after it."

Under the agreement made with electrical contractors, this sales organization promises \$50,000 worth of wiring and fixture sales within twelve months, \$16,000 worth in four months. Moreover, this business is to be found entirely in finished houses, so it does not interfere with new construction jobs. The contractor pays \$200 bonus when he signs, furnishes desk room for salesmen, and pays a sales commission weekly

on all business turned in, settlement being made each Saturday for contracts closed up to the previous Wednesday. The sales organization operates independently of the contractor and also of central station, manufacturing and jobbing interests. It advertises in the daily papers, offering house wiring on the installment plan. The contractor also agrees to put a certain amount of advertising on his motor trucks and get behind the general idea.

#### Combing Neglected Territory—But Doing It Thoroughly!

Probably the strongest point in this sales plan is that canvassers work in comparatively neglected territory, and cover it thoroughly. Though many households have been solicited by contractors' salesmen, most of their sales activity has been concentrated on new construction, and in seeking business among people living in unwired houses, there has been a tendency to pick and choose the most promising prospects. This organization pulls every door bell in the block, the only prospects passed by being people living in rented homes in sections where rents obviously will not permit an outlay for wiring.

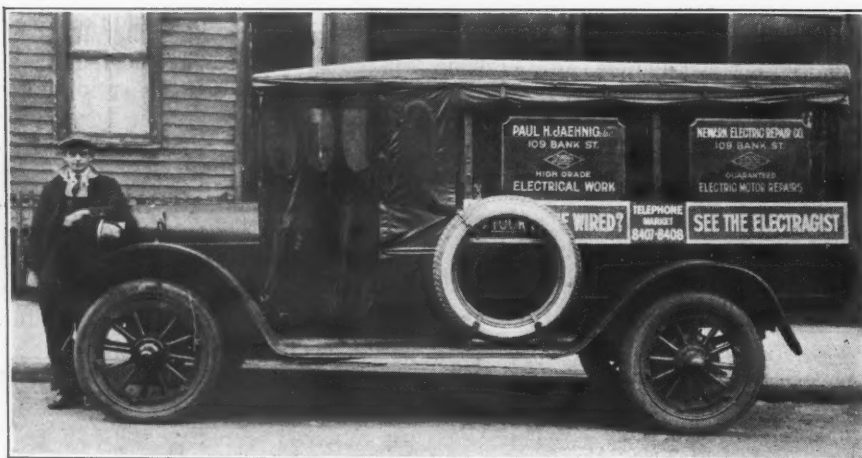
An old sales story in nearly every line of business is that about the salesman who complained that his territory, a mile square, was "worked out." Whereupon his boss gave him a single block, saying, "Let that be your territory," with the outcome that the salesman had to visit every house and office in that block, and found more business than he had got



A typical sales crew ready to go out from a northern New Jersey contractor's office. One salesman can keep ten journeymen

wiremen busy, and with the sales crews now working Jersey cities, 700 or 800 additional mechanics have been given employ-

ment by the new selling plan, and many more men have been added by the electrical equipment factories and central stations.



Each contractor is required to carry adequate wiring advertising on his motor trucks. Newark, N. J., for example, has three unwired houses to every one house that is wired for electricity. Estimating 100,000 homes in the city, and that a con-

tract is secured in one out of every ten, at the present rate of working, it will take the sales force five years to cover Newark alone, and when the job is done, the crew could start right over again. These truck placards tie in with newspaper advertising.

from his square mile of territory. That the principle will work in wiring is shown in the fact that even a metropolitan section like Newark has three unwired houses for every one that is wired. Estimating 100,000 homes in the city, and that a contract is secured in one out of every ten, at the present rate of working, it will take this sales force five years to cover Newark alone, and when the job is done, it could start right over again!

#### Householder Invariably Interested in Learning Cost of Wiring

Calling at an unwired house, the salesman explains that he represents a group of electrical contractors, and would appreciate the opportunity of examining the house and submitting an estimate for wiring. The householder may not be ready to have the work done then, but he is usually interested in knowing what it will cost. The salesman has average figures, and also a schedule blank covering property floor by floor and room by room. When this is filled out, it gives a record of the number of outlets and fixtures, as well as the character and condition of the building. A rough estimate can be given on the spot, with the distinct understanding that it is only an estimate—a definite price will be submitted if asked for, and it may be lower. As a matter of policy, average wiring prices in a given community are neither cut nor raised—they vary in different sections according to wages and other conditions. Generally, the estimate is lower than the figure most people have in mind for the cost of wiring their homes—so much

so that one difficulty is persuading them that a satisfactory and sightly job can be done for the price. Objections are raised—the householder has heard that fires are caused by rats gnawing exposed wires, and does not want his home burned up. When he finds that all work is done with conduit and first-class material, and that the job must conform to fire insurance, municipal and central station requirements, he is reassured.

One significant point is that salesmen do not talk or sell electric lighting, but electric service. Householders almost invariably think of wiring in terms of lighting. Electric service with additional outlets for appliances is a viewpoint so new and interesting that they stop thinking of cost for the time being and discuss possibilities with the salesmen, deciding where outlets for fans, irons, heaters and motors will be most convenient.

The salesman's distinction between lighting and "luxury outlets" makes a decided impression on most prospects. The idea of electrical luxury as well as light is novel, and attracts by its suggestion of greater convenience and comfort in the home. Moreover, it is a basis for selling more outlets where the home is already wired.

Asking for permission to look over a home that has been wired for lighting, maybe years ago, the salesman almost invariably finds twin plugs in many lamp sockets, some placed for use with fans, curling irons and the like, with others supplying auxiliary lights that have been found necessary as lamps and candle-

power costs have been cheapened. It is often possible to show that such additions to the lighting equipment are hazardous and secure a contract for wiring that will give additional lights, with luxury outlets.

The average contract in territory thus far canvassed comes to about \$250, providing about twenty outlets with fixtures. The average value of property is about \$7,000, so that credit and collections involve practically no problems. Thus far, collections have been 100 per cent, and the very few contracts rejected have been in cases where a householder's equity in his property was not large enough to give the moderate security required.

All jobs are financed through a finance company, the Contract Purchase Corporation, so that contractors and the selling organization have practically no capital tied up. This corporation's method of financing the installment wiring of homes, as well as consumer purchase of the more costly appliances, is doubtless familiar now to electric men.

Briefly, six separate corporations cover the country, with headquarters in New York, Philadelphia, Cleveland, Chicago, Dallas and San Francisco. Having closed a wiring contract, the account is sold to the purchase corporation by the contractor for cash, at the full price for the job, the householder paying down a first installment that covers moderate interest. The contractor acts as collection agent for the purchase corporation, receiving a commission for that service when the last payment has been made. The salesmen receive their commissions every Saturday night on contracts closed during the week.

#### Thrifty Middle-Class Home Owners Are Best Customers

The best customers for wiring are middle-class home owners—the busy, foresighted, thrifty-spending and neighborly people, "just folks," who appear to have been overlooked by the electrical contractor's salesmen because no way had been contrived to canvass them collectively. Once signed up, they are something better than good individual customers. The signature on the contract is hardly dry before they want the wiring job begun. The contractor agrees to start each job within ten days after credit has been approved, and to complete it within reasonable



time. The householder is usually right on his heels, keenly interested in details. One of the difficulties which must be overcome by salesmen is the apprehension that wiring means several weeks' work and a torn-up house.

When work is begun, and the householder sees with his own eyes how conduit is run between partitions and floors, he is more than delighted. He becomes a volunteer salesman for modern wiring. He explains to the neighbors just how it is done, and talks about the "luxury outlets" and invites them in to see how convenient and up-to-date a wiring job can be. Thus, one contract leads to others, and the salesman and contractor usually benefit because the householder almost invariably advises neighbors to place their work with the same people—the salesman took such pains to see that the householder got the worth of his money in electrical service, and the contractor was so prompt and careful in doing the work, and so forth.

If it takes five years to cover a city like Newark, wiring only one house out of twenty in the first canvass, new business ought to gravitate constantly and automatically to the contractor who does satisfactory work. That one house in twenty becomes a demonstration of electric possibilities, and the householder is a self-appointed and well-disposed demonstrator working among his neighbors. As a matter of experience, even in the short time this campaign has been carried on, contractors have found enough people interested in wiring jobs to make up a list of live prospects for the sales force.

#### **"Nothing Is Impossible—There's Always Some Way to Do It!"**

Next to the plodding house-to-house canvass in territory hitherto covered haphazardly by salesmen, if at all, results are secured because selling is the sales organization's only job, and it is constantly being guided and stimulated by good sales supervision. The character of that supervision is suggested in a story told about Colonel McMannus:

He was stationed at a new Southern army camp before going to France. There was only a mud road between the camp and the railway station, two miles away. In a day or two troops would be arriving. They would all have to plod through

that stretch of dust or mud, and all the transport and supplies for the camp had to come that way. McMannus promised to build a good road between the camp and the station in twenty-four hours! A factory power plant near by had great piles of cinders which the management was delighted to have removed. A new and shorter road was cut through some woods and every available truck and wagon in the neighborhood set hauling cinders. By noon, a mile-long strip of cinders had been laid between camp and railroad, but just as they were dumped, with no roller to work them into a roadbed. When the first troops arrived, McMannus set them marching back and forth over that cinder pile until it was pounded down into a dandy road, which lasted as long as the camp was used.

"Nothing is impossible—there is always some way to do everything," said the Colonel after the job was done, and the application of that viewpoint to sales supervision is obvious.

A great deal of central station sales energy is put behind appliances—maybe most of it. These are the most obvious things the central station has to sell. For "juice" is intangible. It cannot be hawked about from door to door, nor shown by sample. People are not interested in buying simply "more juice" anyway,

but rather do they think about economies that will enable them to get along with less of it.

The experience of this New Jersey sales organization has clearly proved that the wiring of old houses is one of the most productive ways of selling more appliances. For each wiring job sold on a basis of electric service, with "convenience outlets" for fans, motors, irons, heaters and the like, sets up an immediate demand for the appliances the householder had in mind when he sat down and helped the salesman bring his home electrically up to date. Later on, he will learn about other appliances, and want them, and meanwhile his neighbors will learn from him.

#### **School Children Sell Lamps at New Haven, Conn.**

A prize campaign for the sale of lamps was recently started by W. W. Gale & Company, New Haven, Conn., to run for four weeks. Advertisements in the local papers invited school children to participate. In the first three days twelve boys and girls "signed up," each being equipped with five sample loaned lamps of 10 to 200 watts rating in different styles. A commission ranging from 3 to 20 cents per lamp was paid on sales. Prizes included flash lamps and "blinker" sets.

#### **"A Place for Everything and Everything in Place"**



Orderliness is perhaps the first law in successful store management. Experience seems to indicate that long-continued success is not possible in a store in which stock is chronically jumbled and confused. Other things being equal, the store that is kept in order wins out in the long run. For one thing orderliness is usually indicative of careful management. A well-

ordered store which is doing a progressive business is that of F. L. Runkle, Newcastle, Pa. The store is not crowded with stock. Goods are well displayed. The rear of the store is attractive. Buying in such a store would probably be a pleasant experience. Owners of the smaller electrical stores can find a number of good merchandising suggestions in this store.

## Will You Fight for Your Share in Homes—Old and New?

SOME important figures on the numbers of wired and unwired dwellings in the United States have just been made available by the statistical departments of the *Electrical World* and the Society for Electrical Development.

The *Electrical World's* survey indicates that at the close of the year 1921 there were 8,467,600 residence customers using electricity, an increase of 1,001,700 during the year. The complete figures on residential customers for the years 1915 to 1921, and the predicted figures for future growth, year by year, are given in graphic form in the chart on this page and also in the following tabulation:

Year	Total Customers at End of Year	Increase During Year
1915.....	4,006,300	571,400
1916.....	4,626,400	620,100
1917.....	5,241,000	614,600
1918.....	5,744,800	503,800
1919.....	6,517,600	772,800
1920.....	7,465,900	948,300
1921.....	8,467,600	1,001,700

Year	Total Customers at End of Year	Increase During Year New Dwellings Wired	Old Dwellings Wired
1922.....	9,498,600	531,000	700,000
1923.....	10,677,600	479,000	700,000
1924.....	11,856,600	479,000	700,000
1925.....	12,915,600	359,000	700,000
1926.....	13,854,600	239,000	700,000

Recent surveys indicate that the equivalent of 1,328,629 new houses is needed at once. It is assumed that this house shortage will be eliminated by 1927, in accordance with the following construction schedule: 30 per cent during 1922, 25 per cent during 1923, 25 per cent during 1924, 15 per cent during 1925, and 5 per cent during 1926. The census indicates that an average of 270,000 new dwellings are built per year to take care of increased population. On account of restricted immigration it is assumed that 200,000 houses per year will be constructed from 1921 to 1927. This figure must be added to the house shortage. It is assumed that 90 per cent of these new houses will be wired for electrical energy. Of the 1,001,700 new residential lighting customers during 1921, 700,000, or 70 per cent, could be classed as "old dwellings wired." It is assumed that 700,000 old dwellings will be wired each year from 1921 to 1927.

The Society for Electrical Development has put its figures in terms of "houses wired," rather than individual family dwellings, and finds that 7,636,409 houses are now wired for electricity. The thirteen million other houses are unwired, although of this number at least five million are within reach of electric-service lines.

The foregoing staggering totals suggest some interesting applications, interpreted in terms of the town or city of 10,000 to 100,000 population, and thus show the individual central-station merchandising manager or con-

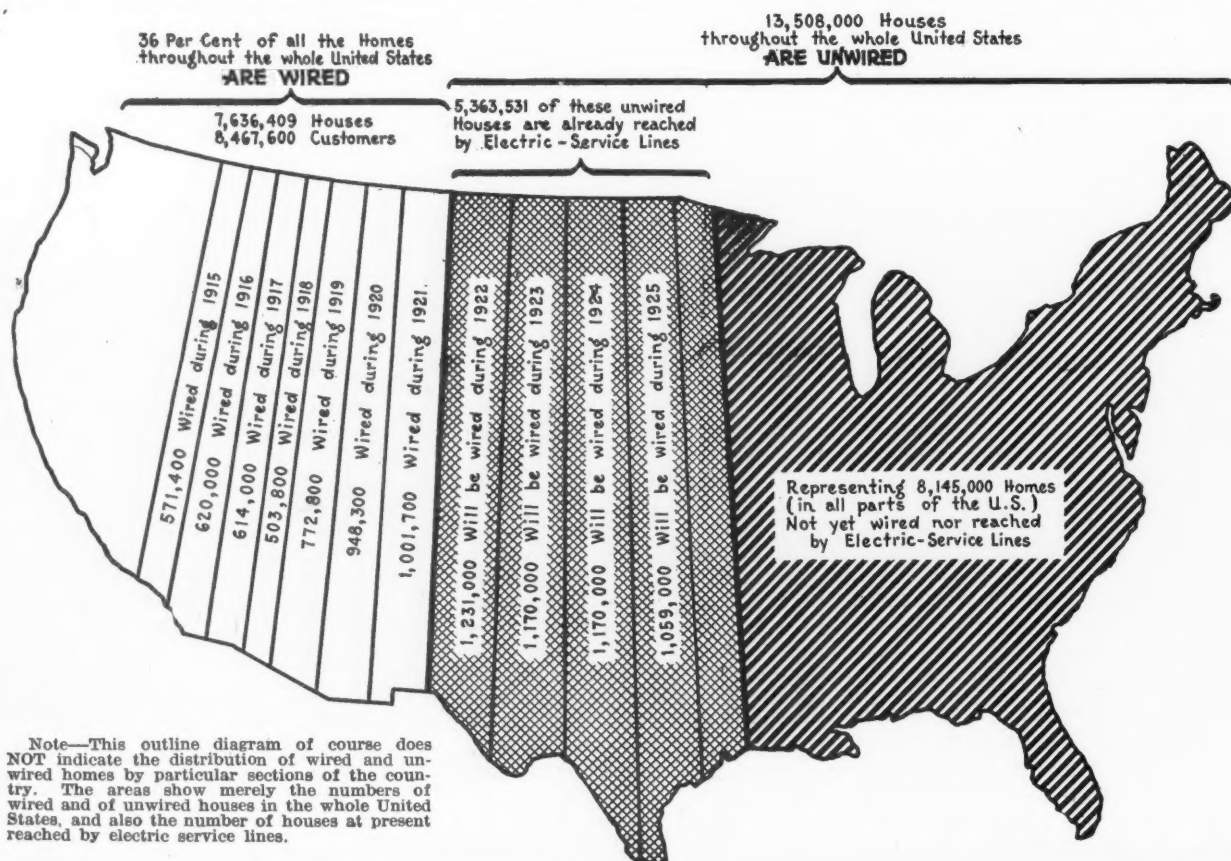
tractor-dealer the market that is waiting for him.

Take the number of new customers this year, the number of houses wired for electricity—1,001,700. If your community averages in development along with the rest of the 60,000,000 of urban population of the nation, it means that for every one thousand of your population, there were about 9½ houses wired, 6½ being already built dwellings, and 2½ new dwellings. And since there is an average of one contractor-dealer to 4,000 people, the average contractor's minimum share will be 38 wiring jobs—27 in old houses and 11 in newly constructed dwellings. Tabulated, the figures are:

	Whole Country	Per 1,000 of Population	Average Contractor-Dealer's Minimum Share
Total dwellings wired during 1921.....	1,001,700	9.53	38
Already-built dwellings wired during 1921.....	700,000	6.66	27
New dwellings wired during 1921.....	301,700	2.87	11
Total dwellings to be wired during 1922.....	1,231,000	11.72	47
Total dwellings now reached by electricity but not wired.....	5,363,531	51.10	222
Wired dwellings, which need better fixtures and more appliances.....	8,467,600	80.60	322

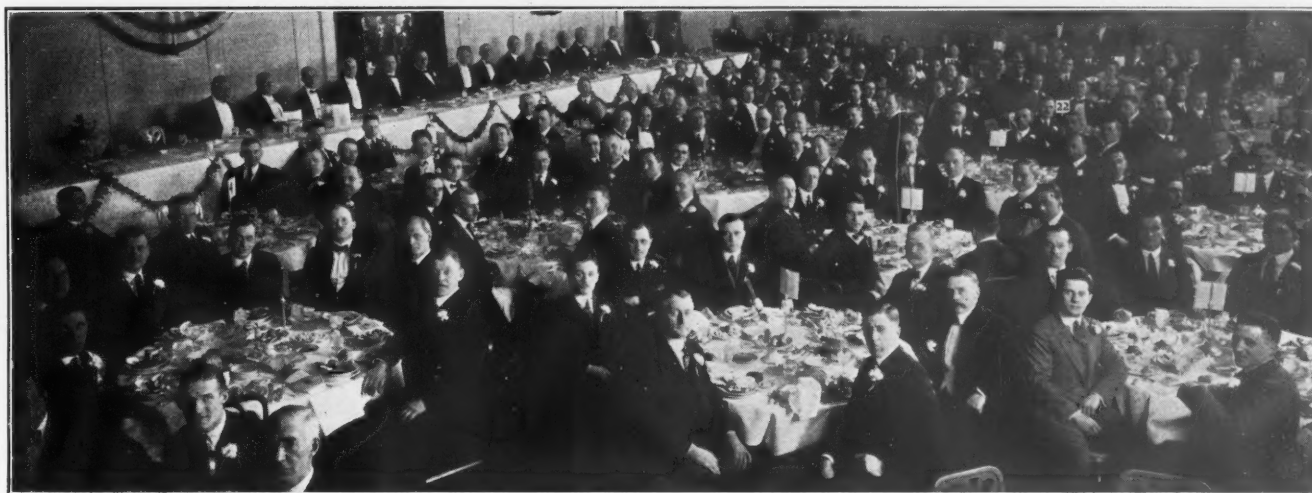
Will you fight for your share in homes—old and new? For 1922 is rewarding fighters.

## Our Progress, Year by Year, in Wiring the 21,145,126 Homes of the U.S.





## Brooklyn Contractor-Dealers' Association Banquet in Honor of Former President Kalischer



Louis Kalischer, formerly president of the Brooklyn Electrical Contractor-Dealers Association which was succeeded by the Electrical Contractors of Brooklyn and Queens, was the guest of honor Jan. 23, at a dinner given by the last-named organization, in appreciation of Mr. Kalischer's

work in behalf of the local electrical industry. At the conclusion Mr. Kalischer was presented with a cane and umbrella.

More than three hundred persons attended the affair. Charles Eldlitz was toastmaster and introduced the following speakers after an address of welcome by D. M. Carr, pres-

ident of the Electrical Contractors of Brooklyn and Queens: Theodore I. Jones, sales manager of the Brooklyn Edison Company; Cornelius M. Sheehan, Deputy Commissioner of Water Supply, Gas and Electricity, and W. L. Goodwin, of the Society for Electrical Development.

## "Winning the Public"

Probably no book has ever been written that has a greater practical value to the electrical contractor-dealer than S. M. Kennedy's "Winning the Public." Mr. Kennedy is the vice-president in charge of public relations and business development for the Southern California Edison Company, Los Angeles. The second edition of this book has just been issued and expanded by the addition of two new chapters and material additions to other sections. It is unquestionably the most interesting, authoritative and useful book that has ever been published on the subject of public relations as affecting the electrical man.

And because it deals intimately with the problem of selling the idea of "doing it electrically," and treats in detail the method by which confidence and favor may be won in the relationship between the seller, central station and the public, it is no less a message to the dealer's electric shop than to the central station's sales department.

One of the new chapters now opens the book and bears the title, "Transforming Public Opinion." It presents from a broad viewpoint the general background of public relations as an element in utility operation. The other new chapter is entitled "Over-Complacency" and deals with the evils and dangers of self-satisfaction and the offensive air of superiority that sometimes marks the employee and, worse, yet, the official of a utility, and too often is seen in store salesmen who are con-

descending in superior knowledge of electricity.

The other chapters as revised cover the full range of this exceedingly broad subject. The reaction of different types and classes of people in their contact with the utility, how the public forms its judgments and their influence, the importance of definite informing and educational measures and how they should be organized and applied, and the benefits that come from the further refinement and perfection of good service into a "greater service" system are dwelt upon. The value of courtesy, cheerfulness and loyalty in the utility employee, the impulse of congenial contacts, the effect of proper display room and district office organization and the opportunities for service which different members of the staff may develop are treated in constructive detail. The pages dealing with the power of the art of conciliation, the danger that comes from over-com-

placency, the need for true commercial instinct and the benefit that can be made to come from cumulative co-operation are particularly interesting. In short, it is a textbook that is invaluable to every public utility man.

The author stands probably without a peer among electric light and power executives in his experience with the actual administration of public relations for a large utility corporation and in the scope and progress of his thinking and his teaching on this subject. Under his guidance the Southern California Edison Company has been a pioneer in the development of a high quality and spirit of service to the public.

It has been the purpose to present in "Winning the Public" a complete picture of the fundamental relationship between the public and the electric light and power company, and to provide by practical suggestion a code of policy and practice for the guidance of the utility executive in all his contacts with the people. By the most precise analysis and thorough detailed evidence the proper course of management and administration is made clear with a balanced judgment and helpfulness that make the book a source not only of information and good counsel but also of definite ideas and recommendations for use in the day's work. It is written with a clarity of expression and an orderly progression that make it easy reading.

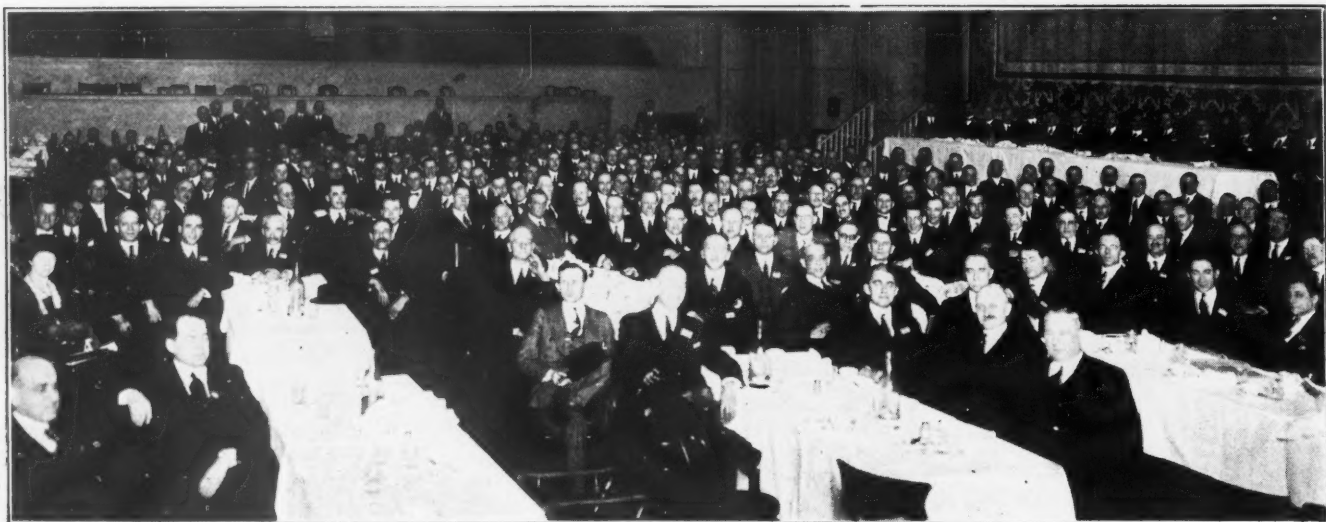
Every contractor and dealer will do well to read this book of Mr. Kennedy's and see that those of his employees who come in contact with the public are given the meat of the particularly pertinent sections, either by having it delivered to them in one or two lectures or in typewritten lectures on which they may be examined.



S. M. KENNEDY

Vice-president in charge of public relations and business development, Southern California Edison Company

WINNING THE PUBLIC. Second edition. By S. M. Kennedy, vice-president in charge of public relations and business development, Southern California Edison Company, Los Angeles Cal. New York: McGraw-Hill Book Company, Inc. 148 pages.



Each noon during the convention, after the separate meetings of dealers and manufacturers had adjourned, the delegates gathered

in the great central auditorium for luncheon. These noontime meetings were attended by 500 to 600 persons. The photograph

shows the close of the joint meeting addressed by R. A. Lundquist, of the United States Department of Commerce.

# The Fixture Market at Milwaukee

**Conventions of Fixture Manufacturers, Fixture Dealers and Glassware Guild Mark Third Annual Fixture Style Display—Fixture Manufacturers Elect Robert Biddle, President; Dealers Choose C. B. Scott to Head Their National Society**

**W**ITH a total registration of 750, including more than 80 per cent of the entire enrollment of 248 in the national fixture dealers' society, the Third Annual Lighting Fixture Market was held at Milwaukee, Jan. 30 to Feb. 4, together with the annual conventions of the National Council of Lighting Fixture Manufacturers, the Lighting Fixture Dealers' Society of America, and the Illuminating Glassware Guild.

Separate morning sessions were conducted by the several organizations, but at the noon luncheons and at various evening affairs during the week the representatives of all branches of the lighting fixture industry met together for discussions of joint interest. The afternoons were given over to the inspection of exhibits at the Fixture Market by the trade, and in the evenings the Market exhibits were open also for visits by the local Milwaukee public. Popular local interest in the fixture displays was supplemented by a program of educational lectures on illumination in connection with Milwaukee's Better Lighting Week, conducted under the auspices of the Electrical Development Association of Wisconsin.

Fair buying was reported from the floor of the Fixture Market as the week went on and the dealers present turned in their orders for future requirements predicated on a record building year. While both manufacturers and dealers seemed to be quite well satisfied with the results of the

Milwaukee Market, particularly from the social and fellowship side, one now and then heard in the aisles and booths of the exhibit hall comments that this might be the last of the Annual Fixture Markets to be held on a similar scale. Though an improved tone was observable in the types of displays, and in the exhibits, certain manufacturers expressed the feeling that a great massed show like the Fixture Market, at times tends to place emphasis on merchandise and price, rather than on the company policies behind the goods, and so in the long run is not contributive to the best merchandising development of the fixture industry.

## "The Fixture Industry Seeing Itself"

The first meeting of the Manufacturers' body was held on Tuesday morning with President R. F. Farmer in the chair, the theme for the day's program being "The Industry Seeing Itself."

A. N. Rebori, architect, Chicago, discussed the lighting-fixture industry from the viewpoint of the architectural profession and, commenting on fixture design, declared that though fixtures are primarily intended as sources of light, this function is often lost sight of by fixture men, who "fence our lighting units in" to too great an extent. Mr. Rebori further lamented the tendency to follow blindly designs copied from earlier illuminants, and urged that electric fixtures deserved to have their own characteristic patterns.

"The form should follow the function," was the terse expression applied by the speaker.

William Durgin, of the division of simplified practice of the United States Department of Commerce, recounted the work that is being done in other industrial fields toward simplification of designs and types of products, with the help of the Department of Commerce. Although the Department has heretofore been best known perhaps for its administration of navigation and fisheries matters—"keeping the lights burning, and the fishes pacified" as Mr. Hoover once jocularly put it—the present personnel under Mr. Hoover is setting up new undertakings for the development of American business, both foreign and domestic. Simplification of design and product, where desirable and welcome to an industry, can be the means of eliminating much waste, but Mr. Durgin stressed the fact that the Department of Commerce wishes to enter upon such work only upon the invitation of the industry concerned. The true function of government, declared the speaker, is to make current the best opinions and practice, and elimination of industrial waste is one of the steps which will help bring industry to a stable basis, better to withstand the present chaos of Europe.

On the motion of Robert Biddle of Philadelphia, a telegram was dispatched to the National Association of Manufacturers, in convention at Washington, indorsing the American Valuation Plan and other protective-tariff measures.



A resolution offered to make the word "luminaire" — a term recently adopted by the Illuminating Engineering Society—current among the fixture manufacturers as a generic expression embracing lighting fixtures, brackets, portables, and other light sources, was lost by unanimous vote of the manufacturers' meeting.

#### Fixture Design—Its Present Tendencies

With the above theme, the Wednesday session of the manufacturers was devoted to design matters.

George Ainsworth of New York City, leading the discussion, told of the work underway to bring the Design Registration bill, (see page 81, January, 1922, issue of ELECTRICAL MERCHANDISING) to the attention of the proper committees in the Senate and House, with a view

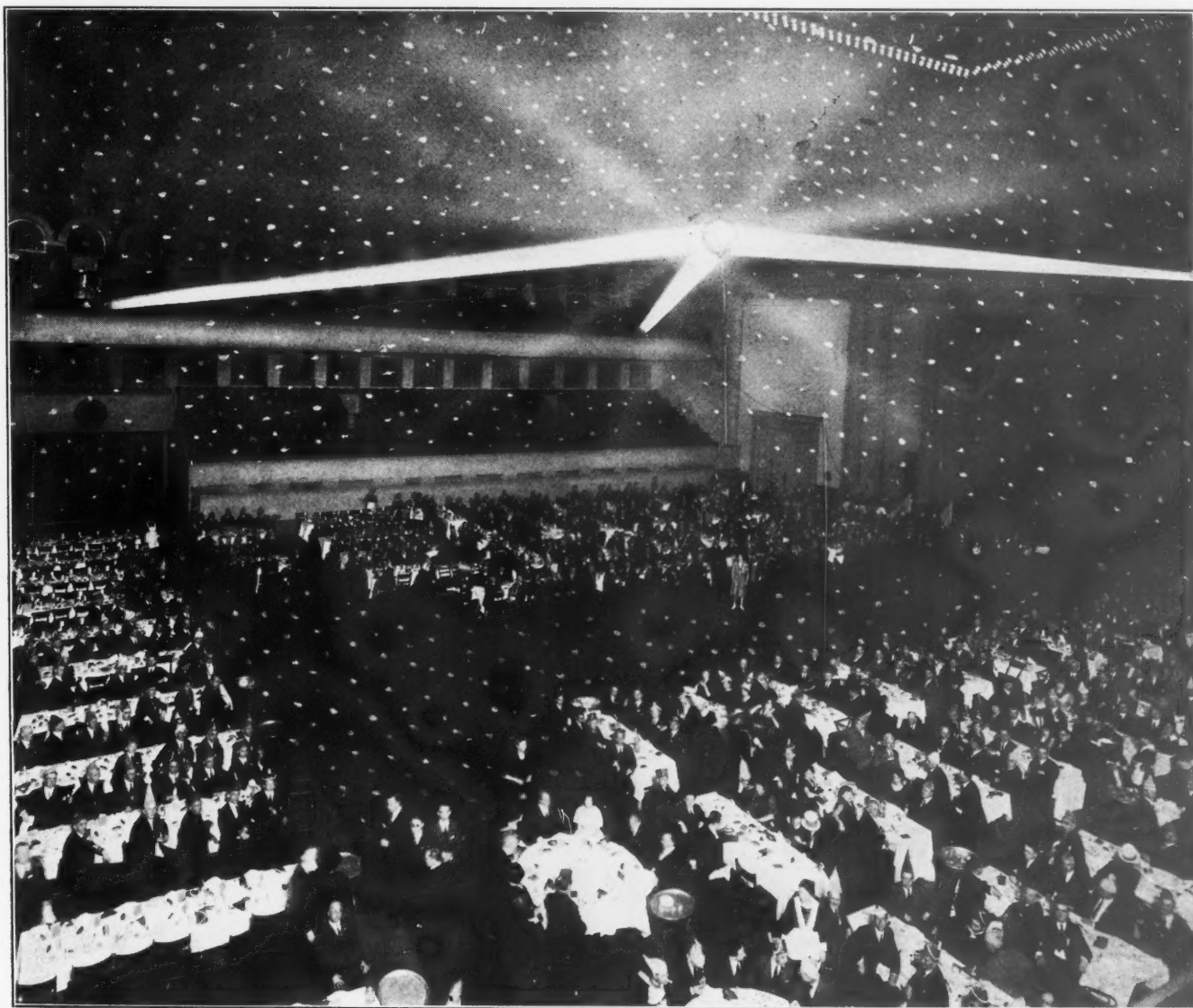
to its early passage by Congress. Mr. Ainsworth also cited certain recent opinions handed down by French courts in design-piracy cases, pointing out that these may have an important influence on American procedure.

"Harmonizing the Lighting Fixture to the Home" was the subject of a paper by Albert Wahle, New York City. "A higher standard of fixture design has become a crying need" declared the speaker, "for generally speaking, the industry has been debased by an utter disregard of the Arts. For this there can be no excuse, as it costs no more to produce fixtures to which thought has been given in composition and a proper application of ornament, than the monstrosities that are exploited in our markets and which, of necessity, must be, and are accepted by the public as representative of the industry."

M. Luckiesh of Cleveland, Ohio, who discussed "Fixture Design from the Viewpoint of Modern Lamps and Lighting," emphasized the need for higher intensities of illumination, reporting experiments to show that while independent observers seem to select intensities of artificial light around 16 to 18 foot-candles for comfort, there is almost no upper limit to the intensities which may be satisfactorily used, so long as natural daylight continues to be up in the thousands of foot-candles.

Eighty-five per cent of the present production of incandescent lamps is of fifteen types, while the remaining 15 per cent of output of lamps is divided among over 200 types. Frosted lamps are now becoming standard, and the tendency is toward smaller bulbs. Three big sales opportunities which Mr. Luckiesh sees facing the fixture dealer are:

#### "The Dance of the Million Fire-flies"—A Feature of the Fixture Convention Cabaret de Luxe



One of the most elaborate convention entertainment features ever staged for an electrical meeting was the Milwaukee fixture-convention banquet and cabaret de luxe on the night of Wednesday, Feb. 1. There were musical features and dances by professional entertainers, and in the interims the audience itself swarmed onto the central dance floor of the great auditorium. At

these times, to the music of engaging dance tunes, the spectacular effect called by someone "The Dance of the Million Fireflies" was turned on, and the whole vast vault of the auditorium was filled with myriads of darting points of light, swinging this way and that across walls, ceiling and floor. The effect was accomplished with the aid of four arc projectors, one in each corner,

which cast concentrated beams on a big ball, studded with plane mirror surfaces, suspended in the center of the ceiling. This ball was slowly rotated by a small motor and the effect of the four arc projectors was to throw thousands of moving images of light, which swung majestically round and round, interweaving and crossing one another's paths in a most fascinating way.

First, refixturing; second, reglazing and reshading of present fixtures (for 80 per cent of our customers live in rented dwellings); and, third, adequate wiring with ample convenience outlets so that more portables can be used.

Robert Biddle of Philadelphia, who presided as chairman of Thursday's meeting of the manufacturers, opened the subject of manufacturers' cost-keeping and cost studies of production with a paper reviewing the history of production accounting methods, and the results accomplished.

H. S. Bartholomew, Boston, Mass., outlined a plan of uniform cost accounting for associations, and William B. Baker, secretary of the National Chair Manufacturers Association, Chicago, told of the co-operative cost studies carried out in the furniture industry.

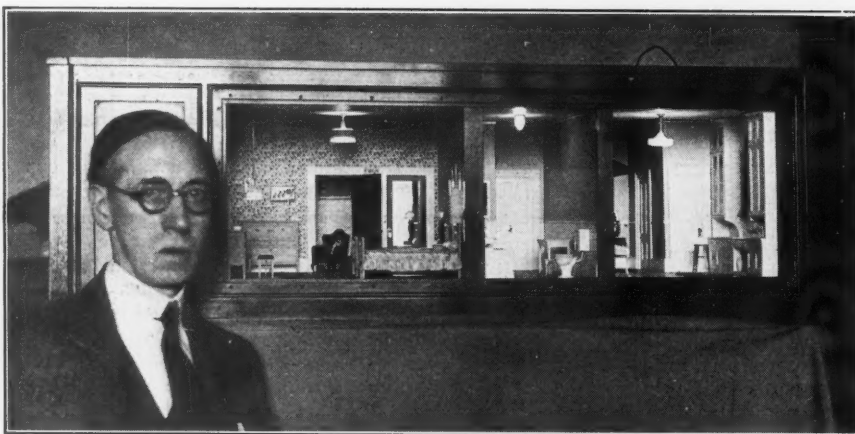
#### Robert Biddle Elected President by Manufacturers

Friday's session of the Manufacturers' body was given over to organization business, including the election of officers.

Following reports of committees on standardization, ways and means, co-operation with the Underwriters' Laboratories, etc., the nominating committee brought in its report and the following officers were elected for the next year: President, Robert Biddle, Philadelphia, Pa.; vice-president, D. C. Delancy, St. Charles, Ill.; treasurer, B. F. Klein, Cleveland, Ohio; secretary, Charles H. Hofrichter, Cleveland, Ohio.

#### Dealers Get Message from Bill Goodwin

President Hadler called the first session of the dealers' society to order on Tuesday morning and after pre-



A masterpiece in miniature is this wonderful little Home Electrical, just completed by Berthold Audsley of the Edison Lamp Works, at an estimated outlay in material and time of \$12,000, for which amount it is insured. The tiny but utterly perfect household and lighting appointments created a real sensation at the Fixture Market. Mr. Audsley, who has built many famous models

in miniature, worked a year on this task. Walls, "woodwork" and furniture are all of cardboard, carefully fitted from hundreds of pieces. The lighting fixtures were especially cast of glass, and contain 6-volt grain-of-wheat lamps. This model Home Electrical complete with a full set of microscopic "convenience outlets" will be used as an exhibit piece by the lamp company.

liminary business and the appointment of committees, presented W. L. Goodwin of the Society for Electrical Development.

Any successful business is founded on three fundamental principles—Product, Policy and Service, declared Mr. Goodwin. By Product we mean an article of recognized value, whether trademarked or not. For example, a man learns to like a certain cigarette and will thereafter insist on having that particular Product.

The second principle of business is Policy. One acquires the habit of dealing with a certain concern because he likes their policy. And once such a relation is established, we go on accepting the concern's statement as to whether the product and the service and all that goes with it is right, be-

cause we have established our relations upon Policy.

Third, is the operation of Service. "If I am out driving an automobile and I need some gasoline and am in a hurry to get to the next town," explained Mr. Goodwin, "I stop at the next pump, and I am not much concerned whether it is Gulf Gas or Socony Gas, or what it is—I want something to put in the machine to get me to the next place. If I have a little more time, and have formed opinions, I will probably go back to insistence on Product, and will drive one or two blocks around the corner to get my particular product. In such a case where I go to a strange town and buy gas I am also not concerned with Policy. But at home, in the selection of the garage and the gasoline station with which I am to deal regularly, the matter of the concern's Policy is first in importance.

"In short, every question of final selling hangs upon Product, Policy and Service. The thing which you as fixture dealers buy from the fixture manufacturer involves not alone Product or Service, because oftentimes you yourself are the best judge of Product, and whether the manufacturer's Service is good, bad or indifferent, if his Policy is right, you tolerate it. In other words, your success as dealers depends upon the Policy of the manufacturers. And his success in dealing with you depends upon your Policy in treating the customers in your community. And so, what you are buying from the manufacturer is Policy, and nothing else."

#### Dealers' Costs, and Prospective Sales

The dealers' session of Wednesday morning was devoted to the subject of cost studies, with J. A. A. Hamilton in the chair. Charts were presented reproducing forms issued by the Fixture Dealers' Society appearing in this and preceding issues of ELECTRICAL.



The fixture dealers and manufacturers at the Milwaukee convention displayed a great deal of interest in new wiring devices shown which will make it possible to "hang a fixture like a picture." According to Secretary Wolf, reporting to the Dealers Society, tax officials at Washington have ruled that fixtures fitted with the Elexit device for supporting fixtures and making them readily

demountable from fixed positions, will not be classed as "portables" under the new tax law and therefor will be taxable only the same as any other fixtures. The picture shows the display of the Elexit device in which some eleven manufacturers are co-operating. According to E. Cantelo White and B. F. Tousley, seen in the picture, Elexits will be ready the last of April.





Inviting enough to "walk right into," as the above interior appears, the reader will be surprised to learn that the piano or library table shown in the picture are each actually less than three inches high. For this is a glimpse into the living-room and hall of the remarkable tiny Home Electrical exhibited

at Milwaukee by its maker, Berthold Audsley of the Edison Lamp Works. So perfect is every appointment that the observer peeking in the living-room window, at once and unconsciously pictures himself in a real life-size interior, with a vista into the dining room beyond.

**MERCHANDISING.** The discussion included topics of completing costs, hanging charges, etc.

On Thursday the dealers listened to a number of speakers from outside their own Society, who told of plans now under way to develop great potential markets for electric wiring and fixtures.

P. B. Zimmerman, Cleveland, Ohio, described the 1922 plans of the lamp manufacturing companies to promote the sale of more and better residential lighting.

O. H. Caldwell, editor of *ELECTRICAL MERCHANDISING*, urged fixture dealers to get in early on the home-builder's appropriation, remembering that while the plumber takes 13 per cent of the average home-building budget, the electrical man is today getting only 1 to 2 per cent for wiring, fixtures and everything. Julian Rosenthal, editor of *Lighting Fixtures*, emphasized the preponderance of homes still lighted by oil and gas; and Frank Watts of *Electrical Record* drew attention to the present need for intelligent and earnest sales effort.

William L. Goodwin of the Society for Electrical Development outlined some of the broadened plans of that organization for stimulating the use of electricity in homes and industry, and the useful features of the service which it is planned to make generally available to dealers and contractors.

**Dealers Elect C. B. Scott of Detroit President**

On Friday, the Dealers' Society held its annual meeting when reports were presented by President Hadler, Treasurer Sackett and Secretary Wolf. C. J. Netting of Detroit reported on the work of the Co-operative Council of the associated lighting-fixture industries, made up of three representatives from each of the national bodies. This Council had met the preceding evening to consider plans for a campaign of broad publicity to the general public.

The subject of manufacturers charg-

ing for the boxing of fixtures and portables was brought up by several speakers, who pointed out that these extras sometimes ran 5 per cent of the cost of the merchandise. Where boxing is itemized as an additional charge, it was felt that "sometimes fifty cents is collected for a ten-cent soap-box," so that the dealer bears this as an extra above the price quoted him originally. The suggestion was also made that manufacturers include freight allowances as well as packing, in their quotations, and a committee was asked to discuss the feasibility of such a plan with the fixture makers.

The report of the nominating com-

mittee was presented by Albert Jacobson, Kansas City, chairman, and officers were unanimously elected as follows: President, C. B. Scott, Detroit, Mich.; vice-president, R. D. Paxson, Cleveland, Ohio; treasurer, H. I. Sackett, Buffalo, N. Y.; secretary, J. L. Wolf, Cleveland. Directors—J. B. Kelley, Philadelphia, Pa.; C. J. Netting, Detroit, Mich.; A. W. Spencer, Boston, Mass.; G. W. Small, New Orleans, La.; H. H. Court-right, Fresno, Cal.; J. C. English, Portland, Ore.; and William Thompson, Indianapolis, Ind.

#### The Joint Luncheon Meetings

Following the custom inaugurated at previous Lighting Fixture Markets, joint luncheons of the manufacturers and dealers were held at noon each day, the huge assemblies of 500 to 600 persons being addressed on subjects of general fixture interest.

Tuesday was association day, with papers by C. K. Ferris, representing the Illuminating Glassware Guild; H. I. Sackett, for the dealers' society, and C. H. Hofrichter for the manufacturers.

On Wednesday Frederick P. Vose, secretary of the National Electric Credit Association, Chicago, spoke on present business conditions as they affect the dealer.

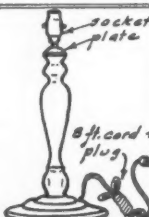

On Thursday, R. A. Lindquist, chief of the electrical equipment division of the Department of Commerce, discussed the situation in foreign trade as it affects the average exporter of electrical goods.

Friday was "fraternal day" with talks by Farquison Johnson, secretary Na-



Designed originally for use in their own San Francisco fixture showrooms, this "hang-a-fixture-like-a-picture" device exhibited at the Milwaukee show by the Thomas Day Company, attracted a good deal of interest because of its simplicity and the ease with which the bracket device can be slipped into and out of place. A heavy metal strap slides into an inclined track in the wall element, and electrical connection is made by a standard parallel-bladed plug carried on the fixture part. The fixture element admits of using very narrow escutcheons, as well as very shallow can-

opies, since the structural part of the fixture element extends beyond the wall surface only one-eighth of an inch, and is only 3/4 inch wide and 4 inches long. All of the brackets seen in the picture are carried on this device. Another novelty introduced by the Thomas Day Company is the idea of including standard receptacle outlets in decorative fixtures. Decorative hinged caps finished to match the fixture surface, hide the receptacle openings from sight when not in use. At the right, W. B. Goddard is seen lifting the decorative cap and plugging an appliance into this fixture.

 <p>Glass or Porcelain Candlestick TYPE A</p>	TYPE	ALL PRICES BELOW ARE <u>COST</u> ON MOUNTINGS						
		As shown	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
	X	X	40¢	35¢	6¢	50¢	75¢	X
	AX	\$1.16	\$1.56	\$1.51	\$1.22	—	—	*
	AY	1.32	1.72	1.67	1.38	—	—	*
 <p>Wood Candlestick TYPE B</p>	BX	1.22	1.62	1.57	1.28	—	—	—
 <p>Wood Table Lamp TYPE C</p>	BY	1.38	1.78	1.73	1.44	—	—	—
 <p>Wood Floor Lamp TYPE D</p>	CX	1.38	1.78	1.73	1.44	2.06	2.31	—
	CY	1.54	1.94	1.89	1.60	2.38	2.63	—
	DX	—	—	—	—	2.22	2.47	—
	DY	—	—	—	—	2.54	2.79	—
	EX	2.50	2.90	2.85	2.56	3.68	3.93	*
	EY	2.66	3.06	3.01	2.72	4.00	4.25	*
	FX	2.50	2.90	2.85	2.56	3.68	3.93	—
	FY	2.66	3.02	3.08	2.72	4.00	4.25	—
	X	Key or Push Sockets cost 18¢						
	Y	Pull Sockets cost 34¢						
	1	Shade support that fastens to socket & has shell cap to hold shade.						
	2	Shade support that clamps on bulb & has shell cap to hold shade.						
	3	Shade support that clamps on bulb and has no cap						
	4	Two light cluster with sockets on angle						
	5	Two light cluster with sockets lying flat.						
	6	Teakwood stand.						
	*	Cost varies as to size.						
	⊕	Cost of drilling vases 50¢ per hole.						
 <p>Vase TYPE E</p>	8 ft. silk cord & separable plug included in all costs.							
	Silk cord costs 3¢ per foot.							
 <p>Figure Mount TYPE F</p>	Six ft. extension cord - screw plug & key socket - cost 81¢							

This sheet is one of the series on "Assembly Costs," which is being issued from the office of Secretary Wolf of the Lighting Fixture Dealers' Society of America, Hotel Statler, Cleveland, Ohio. This chart shows cost data on vase mounting, and was prepared

on the basis of material costs as of the close of 1921. The entire series of cost sheets was the basis of much instructive discussion at the Milwaukee meeting, led by J. A. A. Hamilton, chairman of the Society's committee on education.

tional Association of Electrical Contractors and Dealers, New York; W. C. Lounsbury, president of the Great Lakes division of the National Electric Light Association, and Herman Andrae, Milwaukee, representing the Electrical Supply Jobbers Association.

More than 750 persons sat down to the Annual Dinner and Cabaret de Luxe, given in the huge main auditorium on Wednesday night.

On Monday and Tuesday evenings there were presentations of the Pageant of Light and Musical Revue, arranged by Chairman Franz Brzezckowski of Milwaukee, who also produced an educational motion-picture film, "The Evolution of Light."

#### Illuminating Engineering Society Demonstrates Lighting Principles

Much interest was attracted by the exhibit arranged under the auspices of the Illuminating Engineering So-

ciety, the incandescent lamp companies contributing both space and equipment to demonstrate the principles of good lighting.

Besides the remarkable miniature Home Electric, electric-lighted throughout, illustrated in this issue, there was a miniature show-window with operative color-change effects; apparatus for showing effect of light intensity on acuity of vision; demonstration of color influence in vision, and examples of properly and improperly shaded lighting units.

Representing the Illuminating Engineering Society at the exhibit were A. L. Powell and A. S. Turner of Harrison, N. J., Samuel G. Hibben of Bloomfield, N. J., and G. R. Lawall of Cleveland, Ohio.

For the benefit of the general public of the city of Milwaukee, a series of popular lectures on illumination subjects was arranged for Milwaukee's

Better-Lighting Week, Jan. 30 to Feb. 3. The list of topics and lecturers follows:

#### Public Lectures During Milwaukee's Better-Lighting Week

Monday evening, "Store Lighting," by A. L. Powell, Harrison, N. J.

Tuesday evening, "How to Make Show Windows Pay Their Rental," by Charles Franck, New York City.

Wednesday evening, "Home Lighting," by M. Luckiesh, Cleveland, Ohio.

Thursday evening, "Office Lighting," by Samuel G. Hibben, New York City.

Friday evening, "Lamps and Luminaires," by A. S. Turner, Harrison, N. J.

The committee on education and lectures of the Wisconsin Electrical Development Association comprises: L. V. James, chairman, Julius Andrae & Sons Company; F. A. Vaughn, Vaughn & Company; H. F. Ilgner, Bureau of Illumination, City of Milwaukee; B. A. Bovee, School of Engineering of Milwaukee; F. A. Kartak, Marquette University; P. C. Burrill, Herman Andrae Electric Company.

#### "The Better Lighting Girl"



Light, music and song were the themes of the Lighting Revue arranged by the resourceful Franz whose last name is known from Coast to Coast as the Linotype Operator's Despair—wait a minute, here it is—Brzezckowski. And one of the most pleasing features in the aforesaid Mr. B's colorful program was the singing of "The Better Lighting Girl," Miss Lucille Schneiderwirth, a member of the staff of Charles L. Benjamin, publicity director for the Wisconsin Electric Development Association. Miss Lucille's chapeau and parasol were studded with tiny tinted lamps, fed through a portable cord, and the effect was a striking one on the darkened stage.



# "Well Lighted Is Half Furnished"

Above Is Winning Slogan Selected from Ten Thousand Phrases Entered in Prize Contest Conducted by National Council of Lighting Fixture Manufacturers

THE Slogan Committee appointed by the National Council of Lighting Fixture Manufacturers to select the prize winners from the 10,000 slogans received from all parts of the United States and Canada submitted its report through its chairman, F. A. Coffin, commercial manager of the Milwaukee Electric Railway & Light Company, at the Friday joint luncheon. Other members of the committee were: Charles L. Benjamin, director of publicity, Electrical Development Association of Wisconsin; F. C. Caldwell, professor of electrical engineering, Ohio State University; O. H. Caldwell, editor *ELECTRICAL MERCHANDISING*; F. A. Vaughn (illuminating engineer), Milwaukee, and Frank Watts, *Electrical Record*.

The function of this slogan committee was merely to select from the thousands of slogans received the seven which in the opinion of the members of the committee were best. The committee was not charged with the duty of obtaining or creating a suitable slogan, nor must it be assumed that the slogans to which prizes are awarded will be adopted as official slogans by the National Council of Lighting Fixture Manufacturers.

Seven prizes were offered by the National Council in this contest, which grew out of a suggestion by Edward F. Guth of St. Louis, a member of the National Fixture Council's executive committee.

The slogan committee recommended that the seven prizes be awarded as follows:

FIRST PRIZE—\$100—To CHARLES MCMURDY, with the Conover-Mooney Company, advertising agents, Harris Trust Building, Chicago, for the following slogan:

**"Well Lighted Is Half Furnished"**

SECOND PRIZE—\$50—To MRS. A. C. HOFRICHTER, 1601 Lewis Drive, Cleveland, for the following slogan:

**"Better Lighting Promotes Better Living"**

THIRD PRIZE—\$10—To RAYMOND V. OWEN, vice-president of the St. Louis Brass Manufacturing Company and advertising manager of the Luminous Unit Company, St. Louis, for the slogan:

**"Decorate With Light"**

FOURTH PRIZE—\$10—To MISS LENA KRUEGER, Rawlins, Wyo., for the slogan:

**"Hearts Are Lighter When Lights Are Brighter"**

FIFTH PRIZE—\$10—To CLARENCE H. BRIGHTLY, 2112 Honeywell Avenue, New York City, for slogan reading:

**"Every Room a Living Room"**

SIXTH PRIZE—\$10—To R. C. EARLEY, Box 1288, Pocatello, Idaho, who submitted the following:

**"Light Your Home And Lighten Your Heart"**

SEVENTH PRIZE—\$10—To C. W. HIRSCHI, electrical contractor, Highland, Ill., for the slogan:

**"Danger Lurks in Darkness—Make Things Secure By Light"**

Here are some of the slogans that were under consideration up to the time the final vote was taken:

Your Light Is As Good as Your Fixtures.

Conquer Night With Light.

Fine Fixtures Make Fine Homes.

Make It Lighter with Electricity.

Not More Light But Better Light.

Good Light Makes "Home, Sweet Home," Sweeter.

Make Night Smile.

Fixtures Make Houses Into Homes.

By Your Lighting Fixtures You Shall Be Known.

Switch on the Light and the Whole House Smiles.

Think What Light Will Do!

The connection and rhyme between LIGHT and SIGHT was too obvious to be missed and many of the slogans submitted were built around these two words—Here are some of them:

"Spare the Light, Impair the Sight"

"Save Sight with Proper Light"

"Better Light Will Save Your Sight"

"Glareless Light Improves the Sight"

"Good Light Is Cheaper than Eyesight"

"If You're Wise, You'll Save Your Eyes"

"Artistic Light Pleases the Sight"

Several of the slogans received, while not applicable to lighting fixtures in general, would make good headlines for

advertisements of industrial lighting equipment; for example, the following:

"Efficient Light Distribution Means Efficient Factory Production"

The Lighter the Light the Lighter the Labor

Better Light, Better Work, Better Pay!

Light Lessens Losses

The phrase "Painting with Light" probably suggested the following slogans:

"A Lighting Fixture Completes the Picture"

Select Lighting Fixtures Like Furniture and Pictures

A poetically inclined Milwaukee girl wrote:

What the Flower Is to the Bee, So Is Light to You and Me

Another contestant, who prefers alliteration's artful aid to rhyme, suggests as a slogan:

Fine Fixtures for Fortunate Families

A Step in the Right Direction Is a Step in the Light Direction

says one contestant; while another advises us to—

Keep the Folks Delighted With a Home Well Lighted

The idea of comparing LIGHT to a jewel occurred to several who sent in slogans. Here are two examples:

Light's a Gem Worth a Fine Setting  
A Good Light Deserves a Good Setting

As members of the lighting industry could hardly be expected to approve of the following suggested slogan:

Be Sure Your Lighting Fixtures Are Right at the Start—You Will Never Change Them

they will be more likely to agree with this one (sent in by a plumber)

Have Proper Light for Every Night

Illuminating engineers have waged an earnest campaign against the use of bare lamps; perhaps it was this that suggested the following slogan:

"A Home Without Lighting Fixtures Is Like a Bride Without a Wedding Garment"

Here is another example seeming to prove that thought-waves triumph over distance:

**Better Light, Better Living**  
(Written in Cleveland, Jan. 23);  
**Better Lighting; Better Living**  
(Written in Milwaukee, Jan. 24)

**Do It Right With Better Light**  
Judging slogans, while tedious work, is not without its compensations. Some of them are really funny, and the

slogan committee thought it only fair to pass along some of these; for instance:

**Keep Father Home Nights With Good Lighting Fixtures**  
Or the opposite idea expressed as follows:

**In Spite of Prohibition Let's All Get Lit Up**

And here's another (it sounds like a complaint)

**Our Fixtures Are Always Hanging Around**

Another contestant suggests this as a slogan:

**Select Good Lighting Fixtures and You Will Have Something to Look Up To!**

And here is the most amusing one—the judges called this the bald-headed men's slogan—

**Glowing Domes Make Happy Homes**

## Exhibitors at the Third Annual Lighting Fixture Market Milwaukee, January 30—February 4, 1922

**B**ELOW is a complete list of the fixture manufacturers having displays at the Milwaukee Fixture Market, and in the ELECTRICAL MERCHANDISING PICTORIAL rotogravure section which follows are shown some of the many interesting fixture designs featured at the Milwaukee Market by their makers. Every fixture manufacturer who exhibited at the Milwaukee Market

received in advance a cordial invitation from the editors of ELECTRICAL MERCHANDISING to submit photographs of his leading fixture or design, to be thus presented in rotogravure reproduction to our readers, and from the material furnished the pictures on the following pages were chosen to show representative designs in fixtures for homes, at the Milwaukee Market.

Acme Lighting Fixture Company, Inc., 132 West Fourteenth Street, New York City.  
Art Metal Manufacturing Company, Cleveland, Ohio.  
Aladdin Manufacturing Company, Muncie, Ind.  
Artercraft Metal Stamping Corporation, 1022 Myrtle Avenue, Brooklyn, N. Y.  
Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago, Ill.  
Biddle-Gaumer Company, 3846 Lancaster Avenue, Philadelphia, Pa.  
Biltmore Lighting Fixture Company, Inc., 103 Mott Street, New York City.  
Brandt Dent Company, Watertown, Wis.  
Bridgeton Chandelier Company, Bridge-ton, N. J.  
Cassidy Company, Inc., 101 Park Avenue, New York City.  
Champion Brass Works, Coldwater, Mich.  
Classique Lamp Studios, 516 Market Street, Milwaukee, Wis.  
Conneaut Metal Works, Conneaut, Ohio.  
Corning Glass Works, Corning, N. Y.  
Crown Electric Manufacturing Company, St. Charles, Ill.  
Consolidated Lamp & Glass Company, Coraopolis, Pa.  
Champion, Inc., Light Company, Philadelphia, Pa.  
Chas. V. Daiger Company, 34 Columbus Avenue, Boston, Mass.  
Daison Manufacturing Company, Inc., 916 Chestnut Street, Philadelphia, Pa.  
Dallas Brass & Copper Company, 820 Orleans Street, Chicago, Ill.  
Thomas Day Company, 725 Mission Street, San Francisco, Calif.  
Decorative Lamp & Shade Company, 305 North Broad Street, Philadelphia, Pa.  
Eagle Manufacturing Company, Wellsburg, W. Va.  
Edwards Lighting Fixture Company, 20 West Lake Street, Chicago, Ill.  
M. Eisenberg & Son, 224 Centre Street, New York City.  
C. C. Everson & Company, 70 West Lake Street, Chicago, Ill.  
Faries Manufacturing Company, Decatur, Ill.  
Fensterer & Voss, Inc., 78 Reade Street, New York City.  
Robt. Findlay Manufacturing Company, 224 Fifth Avenue, New York City.  
H. A. Framburg & Company, 24 South Clinton Street, Chicago, Ill.  
The Frankelite Company, 5016 Woodland Avenue, Cleveland, Ohio.  
Oscar O. Friedlaender & Company, 40 Murray Street, New York City.  
Friedley Voshardt Company, 733 South Halsted Street, Chicago, Ill.

Frankford Lighting Fixture Manufacturers, 4273 Frankford Avenue, Philadelphia, Pa.  
Gaites-Peace Company, Willoughby & Navy Streets, Brooklyn, N. Y.  
Gillinder & Sons, Inc., Philadelphia, Pa.  
Gill Glass Company, Amber & Venango Streets, Philadelphia, Pa.  
Gillinder Brothers, Erie & Liberty Streets, Port Jervis, New York.  
Gleason-Tiebout Company, 99 Commercial Street, Brooklyn, N. Y.  
Grassler & Gezelschap, Milwaukee, Wis.  
Arthur Harrison & Company, 24 South Clinton Street, Chicago, Ill.  
Highlands Manufacturing Company, Muncie, Ind.  
Hocking Glass Company, Lancaster, Ohio.  
Holophane Glass Company, 340 Madison Avenue, New York City.  
Horn & Brannen Manufacturing Company, 427 North Broad Street, Philadelphia, Pa.  
Hudson Brass Works, 16 Nassau Street, Brooklyn, N. Y.  
Henry Hyman & Company, Inc., 476 Broadway, New York City.  
Incandescent Supply Company, 468 Broadway, New York City.  
Ivanhoe-Regent Works, 5716 Euclid Avenue, Cleveland, Ohio.  
Jefferson Company, Follansbee, W. Va.  
Jefferson Glass Company, Follansbee, W. Va.  
Jeannette Shade & Novelty Company, Jeannette, Pa.  
Kayline Company, 600 Huron Road, Cleveland, Ohio.  
Kramelite Company, 577 Broadway, New York City.  
Lightolier Company, 549 West Twenty-sixth Street, New York City.  
Lighting Products Company, Milwaukee, Wis.  
Lincoln Manufacturing Company, 2630 Erskine Street, Detroit, Mich.  
Lions Electric Manufacturing Company, 360 Morgan Avenue, Brooklyn, N. Y.  
Lyons & Jourdon, 25 West Broadway, New York City.  
MacBeth Evans Glass Company, Chamber of Commerce Building, Pittsburgh, Pa.  
Mazzolini Art Craft Company, 4424 Payne Avenue, Cleveland, Ohio.  
McPhilben Lighting Fixture Company, Inc., 264 Fulton Street, Jamaica, N. Y.  
Mitchell Vance Company, Inc., 503 West Twenty-fourth Street, New York City.  
Moe Bridges Company, 236 Broadway, Milwaukee, Wis.  
Moran & Hastings Manufacturing Company, 16 West Washington Street, Chicago, Ill.

The Morreau Company, 1303 Oregon Avenue, Cleveland, Ohio.  
Mutual Lamp Manufacturing Company, 21 East Houston Street, New York City.  
National Lighting Fixture Company, New York City.  
National X-Ray Reflector Company, 235 West Jackson Blvd., Chicago, Ill.  
G. J. Nickolas & Company, 1227 East Van Buren Street, Chicago, Ill.  
William R. Noe & Sons, 43-47 East Tenth Street, New York City.  
H. Northwood Company, Wheeling, W. Va.  
Novelty Lamp & Shade Company, 2490 East Twenty-second Street, Cleveland, Ohio.  
Phoenix Light Company, 525 Market Street, Milwaukee, Wis.  
Phoenix Glass Company, 230 Fifth Avenue, New York City.  
Perfectlite Manufacturing Company, 1599 St. Clair Avenue, Cleveland, Ohio.  
Chas. Polacheck & Brother Company, Milwaukee, Wis.  
L. Plaut & Company, 432 East Twenty-third Street, New York City.  
Peerless Light Company, 663 West Washington Street, Chicago, Ill.  
Radiant Lighting Fixture Company, 33 Bleeker Street, New York City.  
R. Milt Retherford, Muncie, Ind.  
Edw. N. Riddle Company, Toledo, Ohio.  
Max Schaffer Company, 26 Warren Street, New York City.  
Scott Ullman Company, 3311 Perkins Avenue, Cleveland, Ohio.  
Shapiro & Aronson, Inc., 20 Warren Street, New York City.  
P. W. Sprecher Manufacturing Company, Milwaukee, Wis.  
Star Chandelier Company, Inc., 33 Bleeker Street, New York City.  
Star Glass Company, Star City, W. Va.  
St. Louis Brass Manufacturing Company, St. Louis, Mo.  
St. Charles Fixture Manufacturing Company, St. Charles, Ill.  
Sulzer & Company, Inc., 252 North Eleventh Street, Philadelphia, Pa.  
Alfred Vester Sons, Inc., Providence, R. I.  
Voigt Company, 1749 West Twelfth Street, Philadelphia, Pa.  
F. W. Wakefield Brass Company, Vermillion, Ohio.  
Waukegan Chemical Company, Waukegan, Ill.  
Owen Walsh Manufacturing Company, Company, 525 West Twenty-sixth Street, New York City.  
J. H. White Manufacturing Company, 111 North Third Street, Brooklyn, N. Y.  
R. Williamson & Company, Washington & Jefferson Street, Chicago, Ill.









# Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

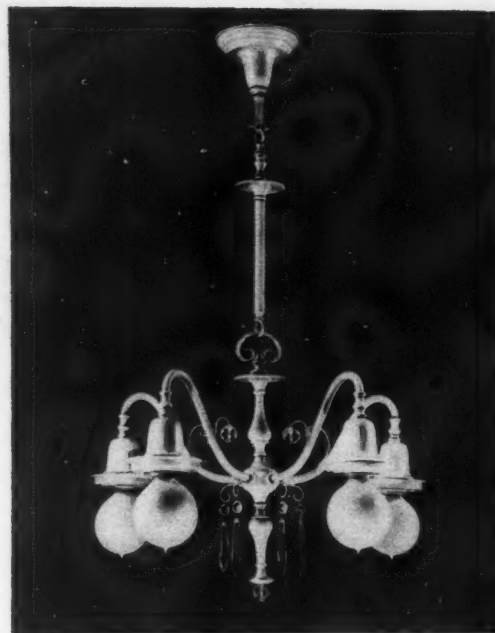
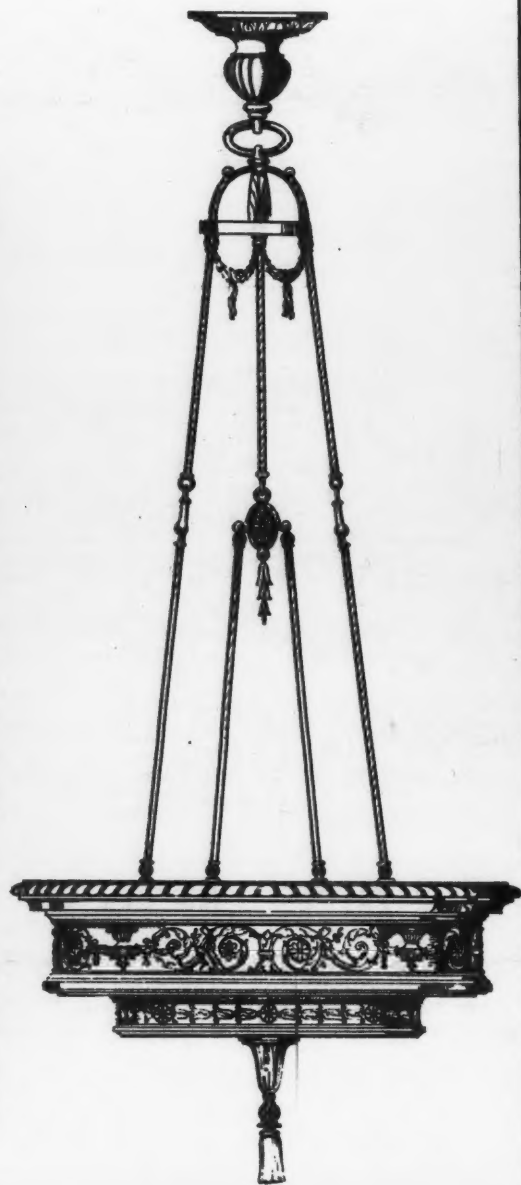
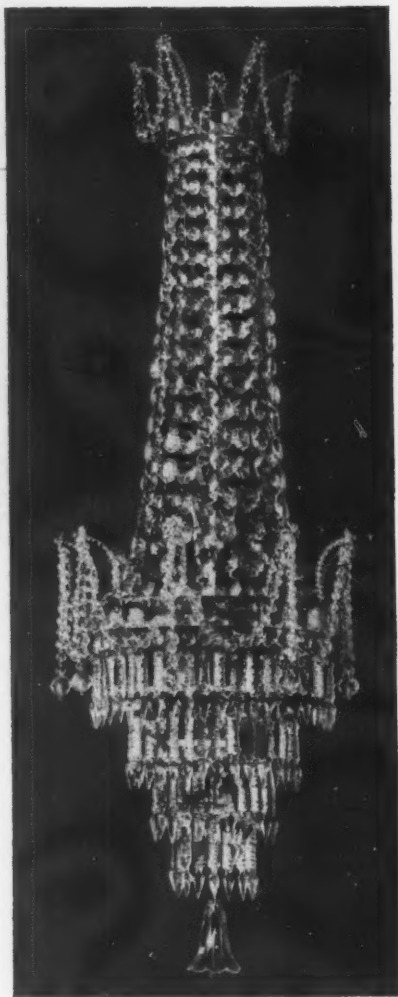
## Popular and Artistic Designs Shown at Fixture Market, Milwaukee, 1922—

For thousands of dealer readers who could not attend the Lighting Fixture Market of 1922, *Electrical Merchandising*, on this and the following pages, has assembled this copyrighted collection of some of the designs that were on exhibition



Representative fixtures displayed at the Fixture Market at Milwaukee by H. A. Framburg & Company, Charles Polacheck & Brothers Company, and Charles V. Daiger Company

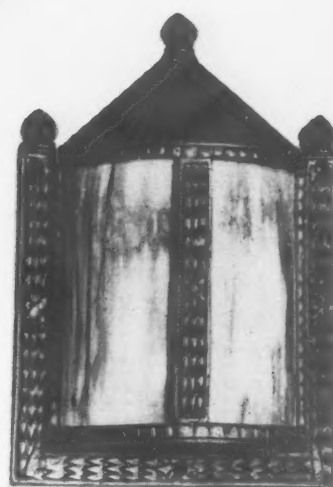
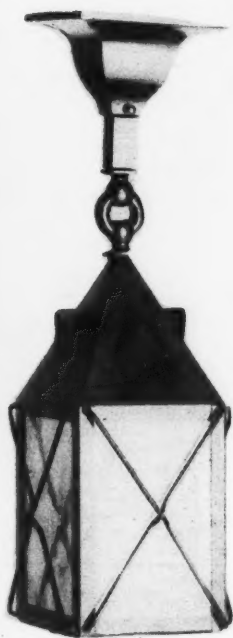
to Meet the Demand for Better Lighting—



Representative fixtures displayed at the Fixture Market at Milwaukee by Brandt-Dent Company, Arthur Harrison & Company, National Lighting Fixture Manufacturing Company, Kayline Company, and National X-Ray Reflector Company



and More Artistic Fixtures in Homes—



Representative fixtures displayed at the Fixture Market at Milwaukee by the Novelty Lamp & Shade Company, Acme Gas & Electric Fixture Company, Phoenix Light Company, and Grassler & Gezelschap

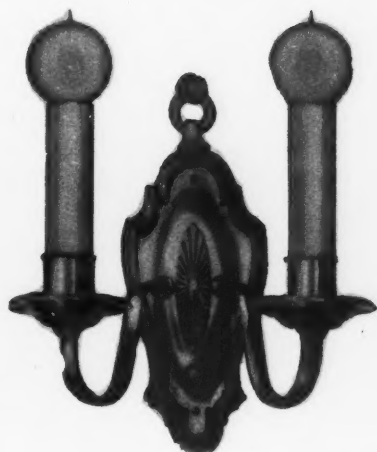
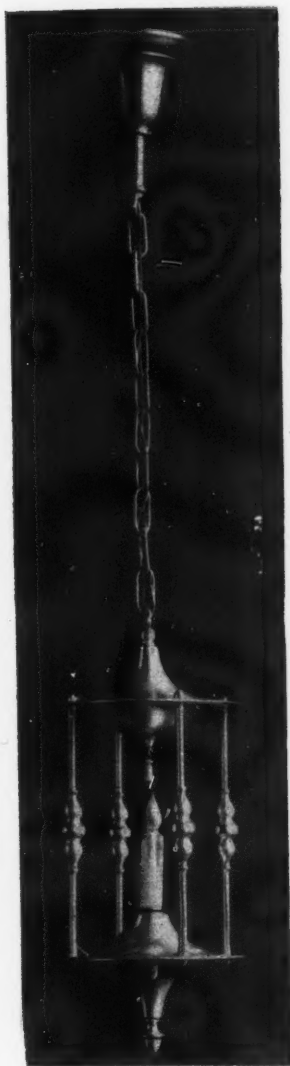
in Which Light Becomes the First Step—



Representative fixtures displayed at the Fixture Market at Milwaukee by the Morreau Company, Crown Electric Manufacturing Company, C. G. Everson and Company, and Robert Findlay Manufacturing Company



## to Even Wider Electrical Service



Representative fixtures displayed at the Fixture Market at Milwaukee by Edward Miller Company, Peerless Light Company, and Beardslee Chandelier Manufacturing Company

# How to Merchandise a Contract for Wiring a New House

Business comes more than halfway to meet the wiring contractor who dares to go out to get business. Wide-awake contractors are today turning up all the business they are able to handle, but sleepy-eyed contractors who sit around and "wait for something to turn up" are likely to see the sheriff pushing open the front door. This year, 1922, belongs to the contractor who has the initiative to go out and get what he wants.

*A Picture-Story by  
Stanley A. Dennis*

Two or three copper pennies will buy a morning newspaper plus a dozen prospects gleaned from the real estate news—prospects who will turn gold into the cash drawer if carefully prospected.



When the name of a man who is likely to build a new house has been found in the paper, a prompt telephone call and a request for a little talk at the builder's present home will go a long way toward convincing him of the initiative and ability of the contractor even before the two men meet.



Newspaper, telephone—and then the front door bell. Of course, if the contractor is foot-sore and tongue-tied and carries a chronically tender thumb, he'd better not push the door bell nor climb the apartment house stairs; but if he is not so afflicted, he will at once carry his sales effort directly to the waiting market on the other side of the front door, beyond which Mr. and Mrs. Prospective Builder-Owner are working out a building budget for their new home—which should be an *electrical* home.



If not on the first visit to Mr. and Mrs. Builder then certainly on a later one the contractor will reinforce his selling effort by showing outside and inside photographs of houses which he has transformed into electrical homes by installing adequate wiring and a complete equipment of appliances and fixtures. When this "proof" is in turn reinforced by a friendly and smiling interest in the plans of his customers - to - be, the contractor's initiative is still effective—and the contract is going to be merchandised.



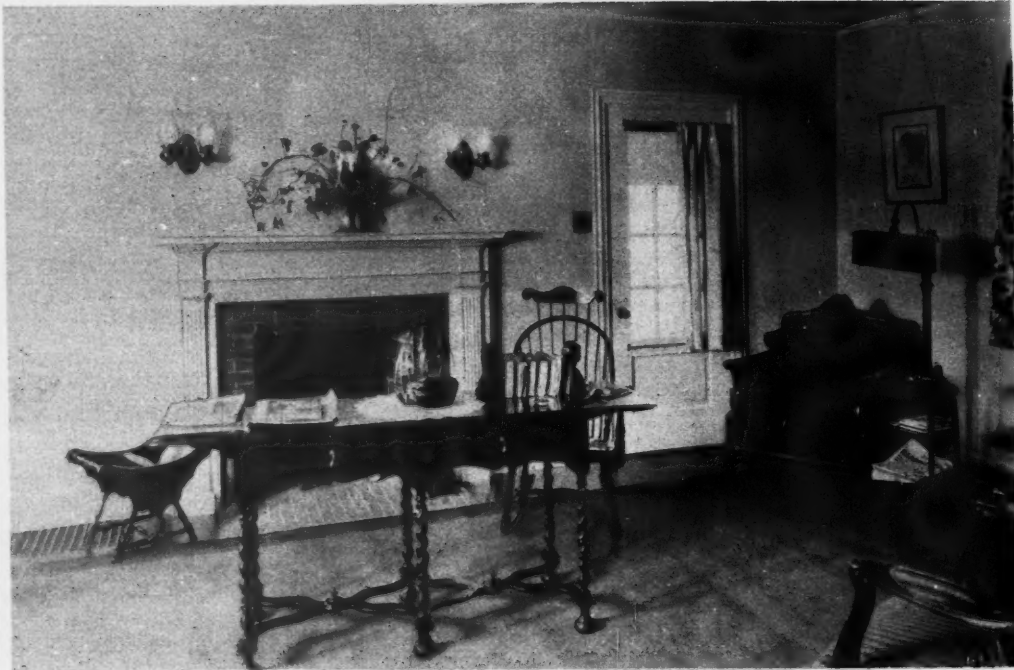
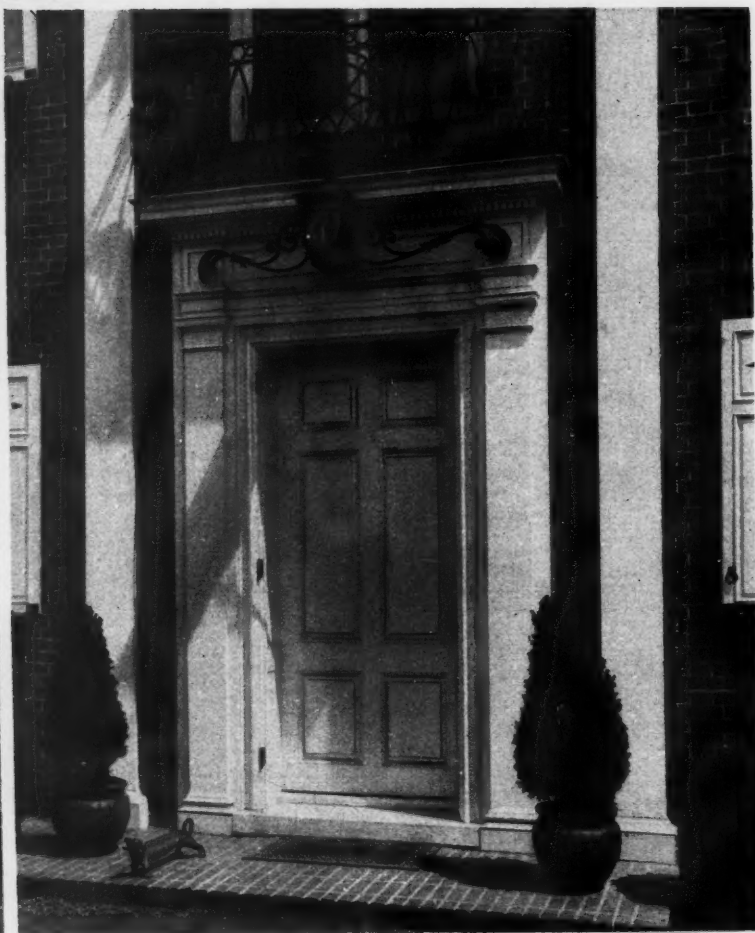
The contractor will go a long way toward clinching the sale by taking Mr. and Mrs. Builder through a house fully wired, where a demonstration can be made how all the lights in the entire house or the electrical piano can be controlled by a master wall switch placed in the owner's bedroom, or elsewhere.



"Follow through" is just as good a method for the electrical contractor as it is for the golfer. Follow through with a smile—and end with a handclasp—after the contract has been closed at the store and a date set for selecting the fixtures and the appliances.

## Light Marks the Beginning of the Home Electric

**I**LLUMINATION of surpassing beauty and splendid electrical fixtures that win the enthusiasm and applause of expert designers, manufacturers and purchasers may be ends in themselves, and probably are, in many homes today; but from the point of view of the progressive 1922 electrical contractor and dealer and of the wide-awake 1922 home builder, light and fixtures mark only the beginning of the "home electric." Whether it be a mansion or a cottage that is to be served electrically, there is a "home electric" service of appliances to be added to the lighting equipment before it can be said that the home possesses adequate electrical service. Indeed, when it comes to building a new house these days, the competent electrical contractor plans to wire not only for light but also for cleaning, cooling, heating, cooking, kitchen power and other service — all performed electrically.







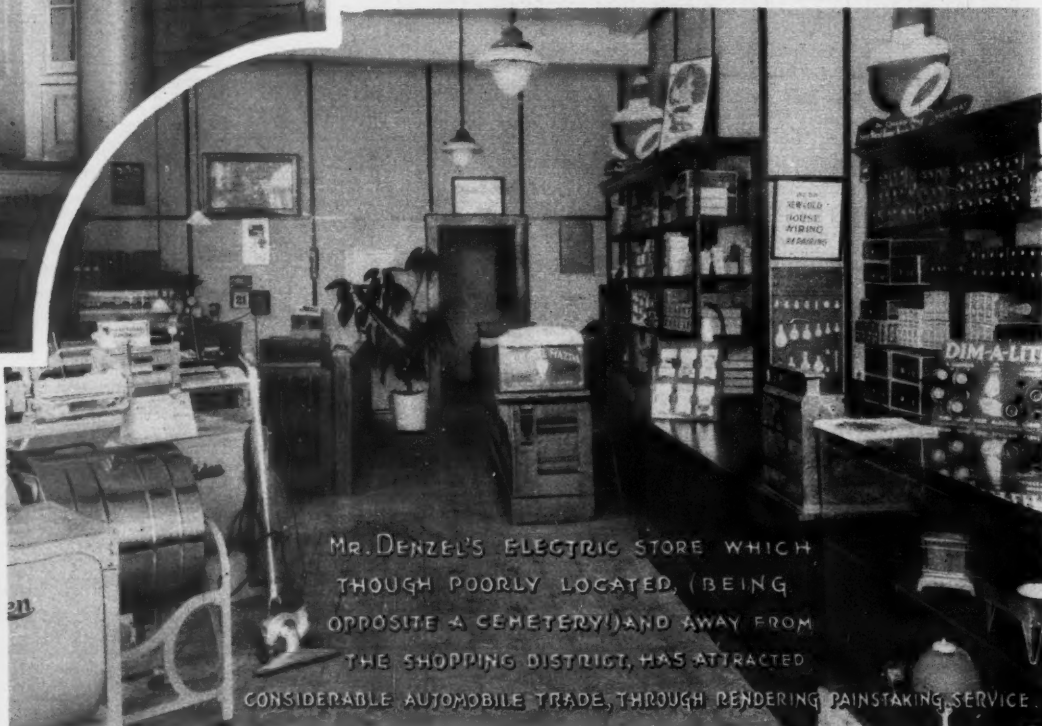
# "He Did It with All His Heart



AN ELECTRIC-LIGHTED HOUSE NUMBER, - AND A PORCH LIGHT OPERATED FROM OUTSIDE AS WELL AS INSIDE, TO FACILITATE FINDING KEYHOLE.



A SPECIAL LAMP TO LIGHT PAINTING OF "LINCOLN STUDYING BY FIRELIGHT"—A STRIKING EFFECT IMPOSSIBLE TO PHOTOGRAPH ADEQUATELY.



MR. DENZEL'S ELECTRIC STORE WHICH THOUGH POORLY LOCATED, (BEING OPPOSITE A CEMETERY) AND AWAY FROM THE SHOPPING DISTRICT, HAS ATTRACTED CONSIDERABLE AUTOMOBILE TRADE, THROUGH RENDERING PAINSTAKING SERVICE.

AT LEAST ONE OUTLET IN EACH ROOM IS "WAIST-HIGH" FOR CONVENIENT CONNECTION OF VACUUM CLEANER AND OTHER APPLIANCES WITHOUT STOOPING

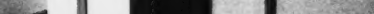
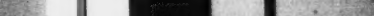
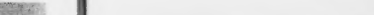


THE SPICK-AND-SPAN BASEMENT OF MR. DENZEL'S HOME ELECTRIC— AND HOW HE KEEPS IT SO



contribution to the electrical development work of the Cleveland Electrical League within a week after the League began its activities. This simply indicates that he makes the most of opportunity, even though he has a comparatively small business, badly located, and in a city where competition in electrical appliances is particularly keen.

1110



100



100





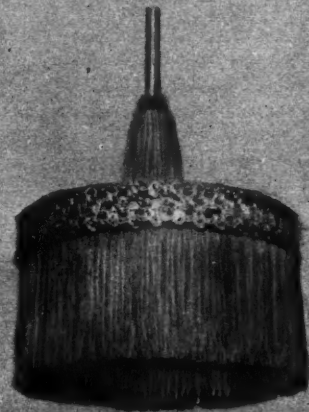
## Turnover Jingles Your Cash Register

The Duplexalite is the most adaptable, versatile lighting fixture in the world. Strictly as a merchandising proposition it is second to nothing. With a small stock and a means of displaying Duplexalite

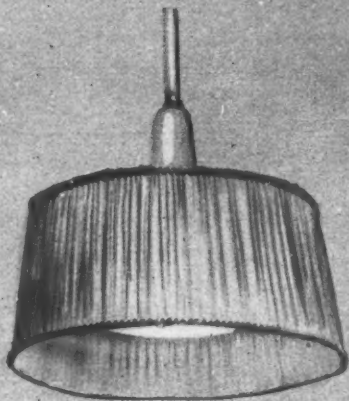
effectively you can demonstrate and sell them for various commercial locations and for homes. One standard fixture for many uses makes Turnover.



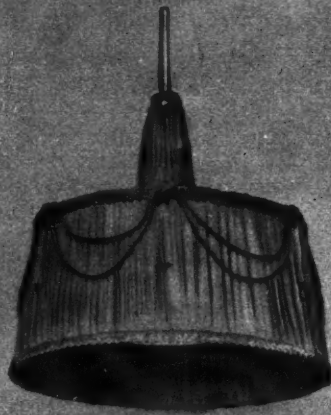
Shade S-5010



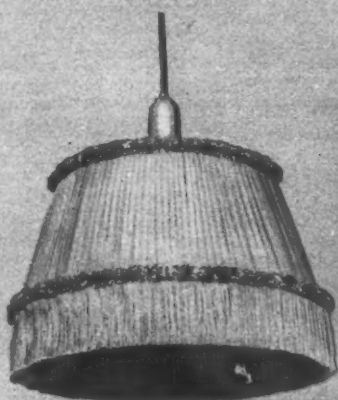
Shade S-5026



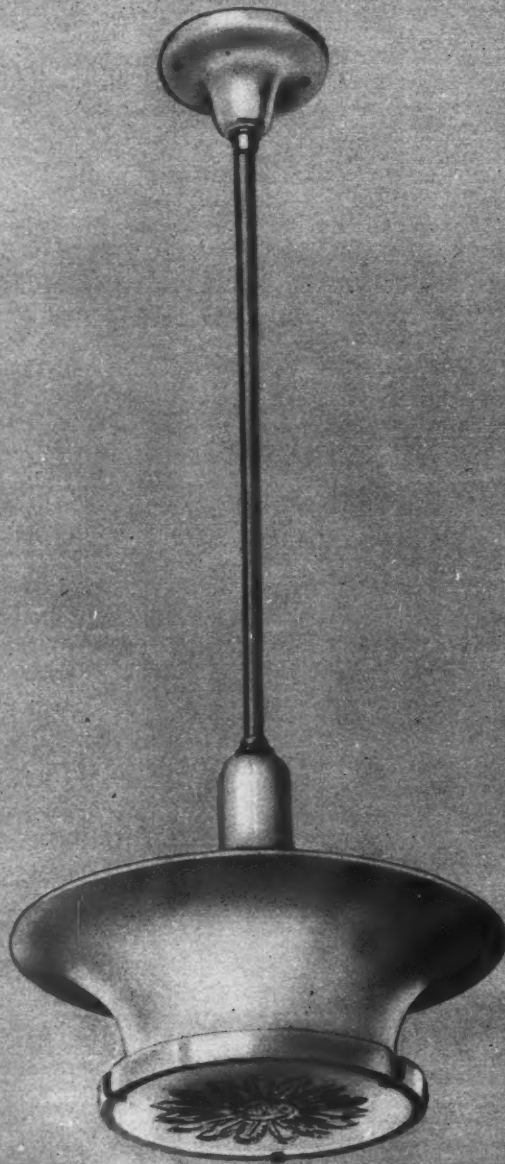
Shade S-5021



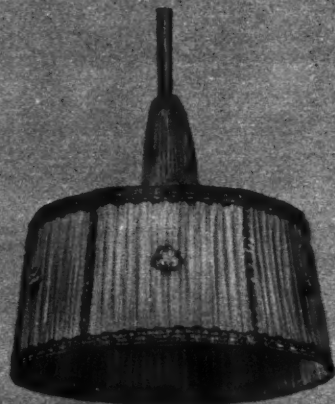
Shade S-5036



Shade S-5025



Standard Duplexalite



Shade S-5037



Shade S-5059

*Standard Duplexalite shades. Furnished in various colors.*

# Duplex-a-lite

*"The light to live with"*

## Duplexalite Illumination Builds Your Reputation

When you sell and install Duplexalites in homes, you are sure that your customers will discover with pleasure a new standard of illumination and of comfort.

They will be enthusiastic about you and the modern service you render. They will talk about it *and build your reputation for you.*



Living room lighted by a D-231 Duplexalite with an H-5026 old gold shade, stem tassel and disc screen.

(These photographs were taken by the light of the Duplexalites only)



Dining room lighted by a standard D-231 Duplexalite with a specially made shade and polychrome wrought iron ornament.

Ask for the Duplexalite proposition.

DUPLEX LIGHTING WORKS Of General Electric Co. 6 West 48th Street, New York City

# Duplex-a-lite

*"The light to live with"*



*These are dry facts—*



Thor 75  
Automatic  
Ironer—  
gas or elec-  
trically heated



# *because they're so practical*

Now is when a dealer realizes the profit advantages which come from handling that line of home laundry equipment which buyers choose and recognize, because of its unrivaled reputation for quality and low operating cost.

Of even greater importance to the dealer, NOW—is the advantage of knowing that back of each Thor sale lies the willing co-operation and financial backing of a RELIABLE manufacturer.

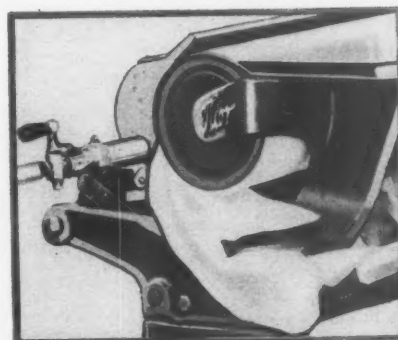
Send today for the facts regarding the new Thor Sales Plan. Know why Thor co-operative dealer advertising is producing a constant stream of new sales prospects.

And be sure to inquire about the Thor Financial Plan that carries your easy payment contracts and places your business on a virtual cash basis!

Glad to forward full details on request.

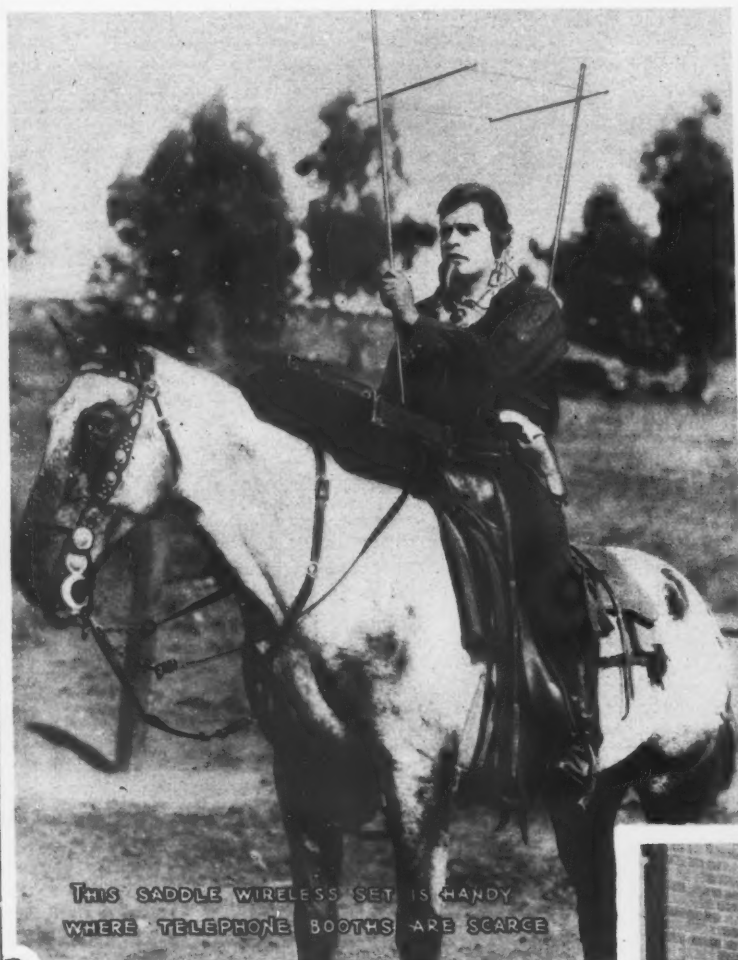
## *Thor*

*Hurley Machine Company*  
New York      CHICAGO      Toronto



Showing the advantage of the open-end roll in ironing collars, cuffs and ruffles. It is readily seen how this simple feature of Thor construction makes for the utmost ironing efficiency.

# Something in Radio for Everybody



THIS SADDLE WIRELESS SET IS HANDY  
WHERE TELEPHONE BOOTHS ARE SCARCE

The applications of radio are rapidly becoming universal. For instance, when the ranger of distant places, shown distantly ranging above, feels a knowing just aft of the cartridge belt, he radios the mess house and learns the exact status of dinner preparations.

Below, E. E. Winkley, of Lynn, Mass., uncovers for our edification his radio device for the remote control of ships and tanks and airplanes. Perhaps, later, shiploads of the more highly active cheeses may be guided into port by an operator located thousands of miles to windward.



E. E. WINKLEY SHOWS US HIS RADIO CONTROLLER  
FOR SHIPS, CARS AND AIRCRAFT



MARY AND DOUG, RETURNING ON THE  
S.S. PARIS, PICK UP ADVANCE HOME NEWS



HERE'S BROADCASTER J.O. SMITH AND HIS APPARATUS  
AT THE NEW YORK ELECTRICAL SHOW



SANTA CLAUS MADE THREE KIDDIES  
HAPPY WITH THIS WIRELESS SET







# Cleveland Maintains Its Lead as First Electrical City

The Three Successful Home Electric Demonstrations of Last Year Will Be Followed by Another Home and a Model Electric Factory

**L**AST year in three "Home Electric" demonstrations the Cleveland Electrical League told the story of Electric Service in the Home to 83,109 of the people of Cleveland.

During four weeks in May and June, 34,354 people came to look at a \$37,000 electrified cottage in one of the most modern residence districts. In four weeks in September and October, 34,790 people came to see another \$48,000 house in a somewhat higher priced section in another part of town. In four weeks in October and November, 13,965 people visited the third house, which was a simpler \$17,000 dwelling in a less exclusive quarter.

Each one of these people went through the house, looked at the appliances and furnishings, listened to three or four short talks by different attendants in the various rooms, received a booklet, signed an information card telling what service they were using in their homes (most of them did) and went their way, informed and impressed.

It was more productive of attentive interest and desire than could have been bought with ten times the advertising space and matter that was used, backed by ten times the number of salesmen. For these houses did not only tell—they showed what electricity can do to bring more comfort, rest and happiness into a home. It was the finest single effort in appliance demonstrating that has ever been recorded.

## Another "Home Electric"

For 1922, an even more elaborate program has been developed under the guidance of Jack North of the Cleveland Illuminating Company, whose job it is to assist the League in all it does to further the interests of the electrical men of Cleveland. There will be another Home Electric in another specially built house, and a model electrical factory which will be used to demonstrate industrial electrical efficiency to the manufacturers and business men of Cleveland

in the same way. In detail, the schedule is as follows:

### Cleveland's 1922 Program

1. To continue the educational campaign which was so successful under the direction of the Members Council.
2. To continue the Members Council with its twenty-one members, three from each group.
3. To establish a Bureau of Electrical Information.
4. To co-operate with city officials and others in the enforcement of the Electrical Code.
5. To equip and open for public inspection a modern electric factory.
6. To employ special representatives who will endeavor to make every new house a modern electrical home.
7. To distribute to prospective home builders information on wiring—fixtures and appliances for the home.
8. To employ two representatives to render service to electric range owners or users.
9. To open to the public about June 1 the fourth modern electrical home.

### Electrical Information Bureau

Recent experience and observation has indicated the need for a committee on public information, whose duties shall be:

1. To present advantages and persuade architects, engineers and building owners to award electrical contracts

separate and independent of general contract for buildings.

2. To provide architects and engineers with copies of trade papers which contain articles that should be called to the special attention of men having to do with plans for electrical installations.

3. To assist in proper distribution and in attracting attention of architects, engineers and building owners to special articles or data contained in printed matter prepared by societies, manufacturers or individuals.

4. To provide architects and engineers with standard indexed binders in which can be filed for future reference bulletins which are to be prepared under the direction of the committee on public information. The bulletins to call special attention to trade paper articles or other information of importance to architects and engineers.

5. To prepare specifications for the installation of standard appliances or equipment with a view to assisting any individual or group of less informed electrical men.

6. To influence against negative suggestions or statements not founded on facts that result to the detriment of the electrical business.

7. To furnish correct answers to questions received by electrical editors of local daily papers and to arrange for the preparation of special articles to be presented to the public through daily newspapers.

8. To assist national committees on standardization work.

9. To offer plans and suggestions for special electrical days.

### Electrical Inspection

Special attention shall be given to the Electrical Code in Cleveland and vicinity with a view to providing high quality material and better workmanship in all installations in both old and new buildings. This work shall continue under a special electrical inspection committee.

### Modern Electrical Factory

The factory is to the manufacturer and those who have to do with factory production "a second home" and it is the opinion that a modern electrical factory will prove equally as popular as did the Electrical Homes. The modern electrical factory affords an opportunity to present for public inspection:

1. An up-to-date wiring installation with proper switching facilities and the display of modern fittings, panel boards



One Flag, One Country;  
One Voltage, One Frequency;  
and One Kind of Attachment Plug!

and the highest class of material and workmanship.

2. An industrial lighting exhibition in a regular and not imaginary factory.

3. Electrical tools and practical demonstrations of their uses.

4. Motor application and motor-driven tools.

5. Motor-driven heating and ventilating systems.

6. Electrically operated pumping equipment.

7. Electric controllers and regulators.

8. Electrical indicating and recording instruments.

9. Communicating and signal systems.

10. Electric driven air compressors and tools.

11. Electric cranes and hoists.

12. Electric trucks and tractors.

13. The application of electricity in connection with industrial heating appliances, welding, furnaces and miscellaneous heat treating equipment.

#### More Outlets, Better Fixtures and a Greater Number of Appliances for New Homes

Good judgment would prompt the following up of interest that was created through the display of the equipment in the three Electrical Homes.

This is to be done by a special representative whose duty it shall be to influence architects, builders, electrical contractors and owners to install more outlets, to increase the appropriation to permit the installation of better fixtures, and to endeavor to persuade real estate operators and builders that certain electrical appliances should be sold with and as a part of the house.

#### Booklets, Folders, Letters to Individuals Who Plan to Build a Home

Assistance is to be given to a special representative by the committee on public information, who will arrange for the preparation of suitable suggestions and information to be mailed to the prospective home owner whose attention will be called

*First*—To wiring the home.

*Second*—To lighting fixtures for the home.

*Third*—To appliances for the home.

#### Electric Range Information

Dissatisfied owners or users of electric ranges not only retard sale of ranges but other appliances and the use of electrical service as well.

Occasionally ranges are sold and installed without giving the purchaser or user complete information on how they should be used.

Numerous apartment buildings have been equipped with electric ranges, and the new tenant in a suite cannot secure proper information on how to operate the range, consequently, in both cases, desired results are not obtained and high electric bills bring on condemnation of most everything electrical.

The plan for the coming year is to employ two representatives competent to render service to range users and endeavor to make each an electric range

booster. By checking all applications for range service each new customer can be interviewed and enlightened if necessary. No charge will be made for services of these representatives, except perhaps a small fee to dealers whose volume of business does not justify the employment of a range demonstrator.

Representatives will make their headquarters and can be reached at the Electrical League office.

#### The Fourth Modern Electrical Home

It costs approximately 16 cents per person to impress 83,109 people with the advantages of convenience outlets, proper lighting fixtures and how to save time and labor with electrical appliances.

The results of the Modern Electrical Home have been so gratifying that it has been decided to open the fourth Electrical Home about June 1, 1922.

#### The Members Council

Twenty-one representatives, three from each group (manufacturers, jobbers, central station, electrical contractors (general), residence wiring contractors, lighting fixture dealers and appliance dealers), were appointed by the president of the league on Aug. 25, 1920.

Twenty-two meetings have been held and the printed report on the results of

the Cleveland Electrical Campaign show results obtained.

The relations have been so pleasant and so much has been accomplished that that Members of the Council and the officers and directors of the league are unanimously in favor of the continuation of the Members Council as a sub-committee of the league.

On Jan. 1, representatives of the council will have served for sixteen months. Appointments were made by the league president on Aug. 25, 1920, for the term of his office or until June 1, of the following year. The newly elected president, Harry Hutchisson, decided that it would not be advisable to make appointments at that time or until the completion of the 1921 program.

Since the commercial program continues throughout the calendar year, appointments will be made for that period and announcement of appointments will be made by the president of the Electrical League on or before Jan. 1, 1922.

Such is the way they do the job of merchandising electric service in the Sixth City. Isn't it stimulating to realize that just the same kind of thing can be done as well in every other city in the land as soon as we electrical men wake up to the great opportunity that lies beyond?

## Record of Lighting Fixture Patents

Issued from Dec. 13, 1921, to Jan. 3, 1922

COMPILED BY NORMAN MACBETH

Consulting Illuminating Engineer, New York City

### Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office, from Dec. 13, 1921 to Jan. 3, 1922, inclusive.

59,979. Lamp Stand. Ephraim S. Pease. Buffalo, N. Y. Filed March 21, 1921. Issued Dec. 13, 1921. Term of patent, seven years.

59,983. Lamp Shade. Baron Henry Scottford. Atlantic City, N. J. Filed July 30, 1920. Issued Dec. 13, 1921. Term of patent, three and one-half years.

59,992. Ring for Lighting Fixtures. Albert Ullman, Cleveland, Ohio, assignor to Scott Ullman Company, Cleveland, Ohio. Filed April 11, 1921. Issued Dec. 13, 1921. Term of patent, three and one-half years.

60,000-5. Lighting Fixtures, Fixture Bodies, Reflector and Wall Bracket. Harry C. Adam. St. Louis, Mo. Filed April 15, 1921. Term of patent, fourteen years.

60,026-30. Arm for Lighting Fixtures, Cut-out Ring, Candle Cup, Body Shell and Fixture Plate. Hamilton T. Howell, New York, N. Y., assignor to Alfred Vester Sons, Inc., Providence, R. I. Filed March 30, 1921. Issued Dec. 20, 1921. Term of patent, fourteen years.

60,033-38. Socket Covers, Arm Husks and Knobs. Walter R. Kahns, Brooklyn, N. Y., assignor to J. H. White Manufacturing Company, Brooklyn, N. Y. Filed Feb. 17, 1921. Issued Dec. 20, 1921. Term of patent, three and one-half years.

60,043. Arm for a Lighting Fixture. Rudolph Kleinman, New York, N. Y., assignor to Bozard Lighting Company, New York, N. Y. Filed April 19, 1921. Issued Dec. 20, 1921. Term of patent, three and one-half years.

60,067. Lamp. William L. Stewart, Worcester, Mass. Filed Feb. 28, 1921. Issued Dec. 20, 1921. Term of patent, three and one-half years.

60,116-18. Arms for a Lighting Fixture. Gottfried Westphal, Lakewood, N. J., assignor to McPhibben Lighting Fixture Company, New York, N. Y. Filed Jan. 5, 1921. Issued Dec. 27, 1921. Term of patent, seven years.

60,161-2. Link and Loop for Lighting Fixtures. Alfred W. Reiser, Toledo, Ohio, assignor to the Reiden Company, Toledo, Ohio. Filed March 24, 1921. Issued Jan. 3, 1922. Term of patent, seven years.

60,163-66. Arm Shade and Globe for Lighting Fixtures. Alfred W. Reiser, Toledo, Ohio, assignor to the Reiden Company, Toledo, Ohio. Filed March 24, 1921. Issued Jan. 3, 1922. Term of patent three and one-half years.

60,167-70. Arm Shade, Globe and Bowl for Fixtures. Alfred W. Reiser, Toledo, Ohio, assignor to the Reiden Company, Toledo, Ohio. Filed March 24, 1921. Issued Jan. 3, 1922. Term of patent, seven years.

60,182. Lighting Fixture. Albert Ullman, Cleveland, Ohio, assignor to the Scott Ullman Company, Cleveland, Ohio. Filed April 11, 1921. Issued Jan. 3, 1922. Term of patent, three and one-half years.

### Mechanical Patents

1,399,781. Switch. Frederick A. Manau, Chicago, Ill., assignor to Benjamin Electrical Manufacturing Company. Filed June 19, 1917. Issued Dec. 13, 1921.

1,400,376. Pull Switch. Charles A. Renholdt, Bridgeport, Conn., assignor to the Bryant Electric Company, Bridgeport, Conn. Filed April 7, 1917. Issued Dec. 13, 1921.

1,400,817. Lighting Unit. Cromwell A. B. Halvorson, Jr., Lynn, Mass., assignor to the General Electric Company. Filed March 12, 1921. Issued Dec. 20, 1921.

1,400,824. Electrical Fitting. Homer G. Knoderer, Englewood, N. J., assignor to the General Electric Company. Filed Oct. 18, 1920. Issued Dec. 20, 1921.

15,251. (Reissue) Electric Plug Receptacle. William H. Lynbrook, N. Y., assignor to the Hemes Electric Manufacturing Company, Inc., New York, N. Y. Filed March 9, 1920. Original No. 1,300,270 dated April 15, 1919. Filed Feb. 19, 1917. Issued Dec. 20, 1921.

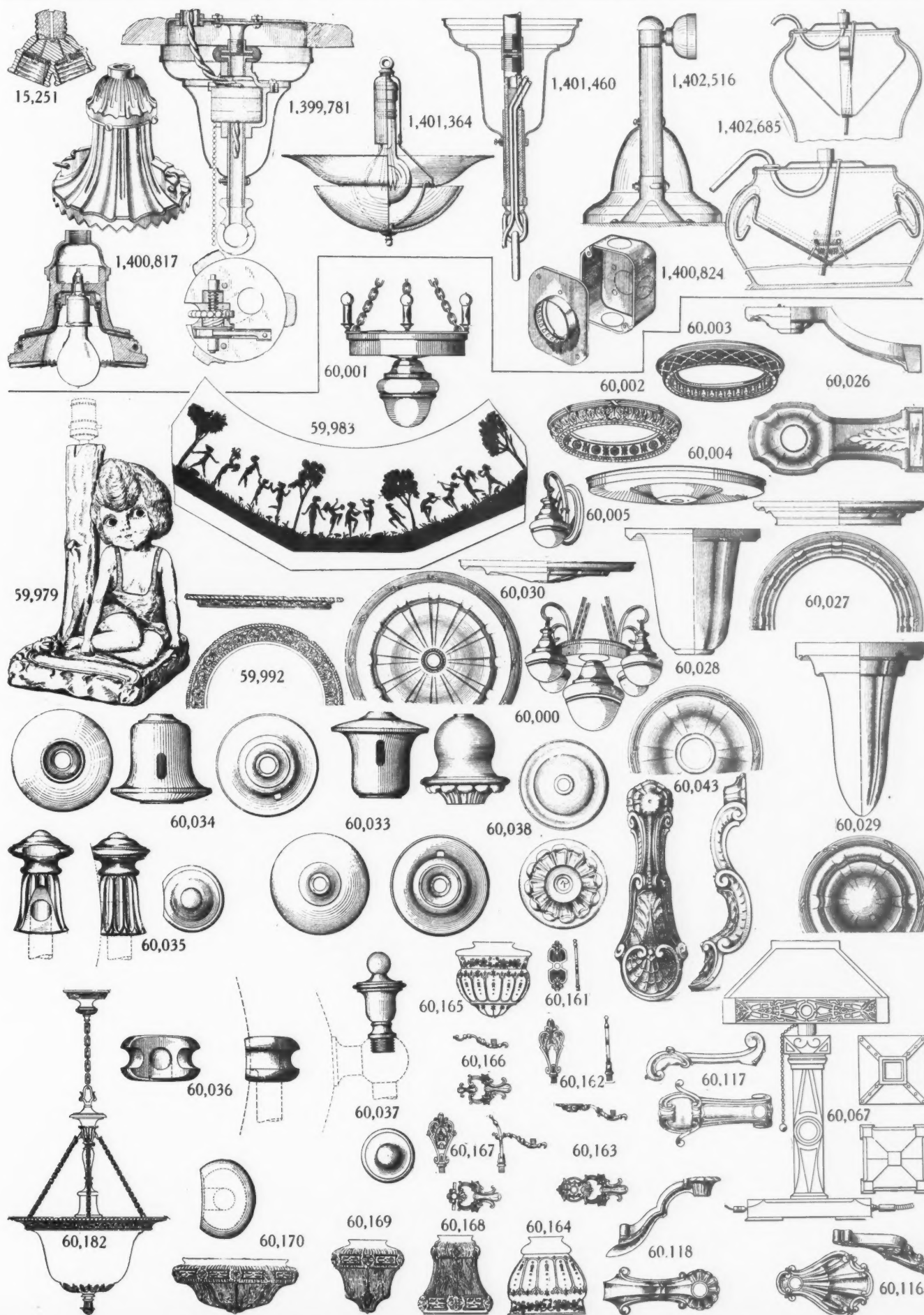
1,401,364. Lighting Fixture. Grosvenor P. Robinson, Summit, N. J. Filed Jan. 6, 1921. Issued Dec. 27, 1921.

1,401,460. Electrical Fixture. Frank Lowell Butler, Chicago, Ill. Filed Oct. 2, 1920. Issued Dec. 27, 1921.

1,402,516. Lighting Fixture. Carl A. Konfstein, Cleveland, Ohio. Filed Nov. 20, 1919. Issued Jan. 3, 1922.

1,402,685. Holder for Electric Lights and Purposes. Paul J. Timberlake, Jackson, Mich. Filed Jan. 2, 1920. Issued Jan. 3, 1922.





Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each



What do you suppose the housewife or the home-owner think of YOUR efforts to sell them these electrical conveniences when, reading over their fire-insurance policies,



they come across the following glaring headline. It appears in every policy.

**New York Standard Clause  
FORBIDDING THE USE OF ELECTRICITY**

**This entire policy shall be void if electricity is used for light, heat or power in the above described premises unless written permission is given by this company hereon.**

Our readers are invited to write us frankly about their experiences.

# YOUR Quarrel with

**E**VERY year in the state of New York many million fire insurance policies are written. There is hardly a home or a business building in any city or town or hamlet in the entire Empire State that is not covered by one or several policies of fire insurance, and there are usually other policies on furniture or personal belongings. We have tried to find out how many policies this means in all, but nobody seems to know. However, it is safe to say that there are several millions issued yearly.

In every one of these policies, printed conspicuously on the front page, appears this paragraph:

**"NEW YORK STANDARD CLAUSE  
FORBIDDING THE USE OF  
ELECTRICITY**

**"This entire policy shall be void if electricity is used for light, heat or power in the above described premises, unless written permission is given by this Company hereon.**

**"PERMIT FOR USE OF ELECTRICITY**

**"Privileged to use electricity in the above premises for light and/or heat and/or power, it being hereby made a condition of this policy that where the equipment**

**is owned or controlled in whole or in part by the assured a Certificate shall be obtained from New York Board of Fire Underwriters, and that no alterations shall be made in that portion of the equipment owned or controlled by the assured after certificate is issued without notice thereof being given to the said Board.**

**"DYNAMO CLAUSE**

**"If dynamos, exciters, lamps, motors, switches or other electrical appliances or devices are covered under this policy, this Company shall not be liable for any electrical injury or disturbance, whether from artificial or natural causes, unless fire ensues, and then only for the fire damage done outside of the particular apparatus where the disturbance originates; this limitation to be operative notwithstanding any provision to the contrary in the Lighting Clause (if any) attached."**

Now everybody knows that a large number of the fire insurance policies that are issued as renewals are never read, save those typewritten parts that

describe the premises and the amount of the insurance. But many of them are. More than a million people probably every year run down the front page at least and bump right into this absurd, misleading and alarming statement. They are surprised. Yet a paragraph or so above they have read this:

**"Privilege granted to use steam, hot-air furnaces or grates for heating; to use gas or kerosene oil for lighting, heating or cooking; to keep not exceeding one quart of gasoline, naphtha or benzine for household purposes; to be unoccupied without limit of time provided that furniture remains in dwelling; to be vacant for a period of not exceeding nine consecutive months in any one policy year in addition to the ten days permitted by the policy."**

Apparently open-grate fires are all right. The fire insurance companies are not afraid of sparks that fly out and burn holes in rugs.

Kerosene-oil stoves that sometimes explode, and kerosene lamps that are easily overturned—are all right. The insurance companies are not worrying about these.

A quart of gasoline or naphtha is all right. Or it seems to be safe enough





And Heaven pity the poor woman confronted with this terrifying statement in her fire-insurance policy concerning "electrical appliances or devices":

#### DYNAMO CLAUSE

If dynamos, exciters, lamps, motors, switches or other electrical appliances or devices are covered under this policy, this company shall not be liable for any electrical injury or disturbance whether from artificial or natural causes, unless fire causes, and then only for the fire damage done outside of the particular apparatus where the disturb-



ance originates; this limitation to be operative notwithstanding any provision to the contrary in the Lighting Clause (if any) attached.

## the Underwriters

to leave a house empty for three-quarters of a year.

But electric light or a percolator or a fan or a vacuum cleaner—those, it seems are dangerous things—fire hazards—menaces that they have to guard against in a most public way.

Isn't it foolish! Isn't it offensive—not alone to the electrical industry but to the intelligence of the householder! Why must this then be?

#### Electricity Is Pre-eminent Because It Is Safe!

Electric light has come to be the standard of the world wherever there are central stations to provide it. It has pre-eminently become the standard of America. And why? Not alone because it is clean and convenient and healthful and cheerful but because it is *safe*!

There has never been a home wired where the entire family has not congratulated itself when the job was done and said, "Thank God! We are rid of the risk and fear of those dangerous kerosene lamps!"—or the flaming gas-mantle and match.

One reason why people want electric light is because they know that it is safer. You know it. We know it. Everybody knows it and admits it and asserts it—including every fire insurance agent and every official and em-

ployee of every fire insurance company. They all know it as individuals and householders. All the world believes it, because it is a self-evident fact that an electric lamp is safer than a burning flame, no matter what kind of a globe incloses it. Then why—oh, why—put this kind of damfool jargon in millions of insurance policies sold to millions of people who ought to be encouraged to avoid fire risk and not bewildered and restrained from using what they see is safe?

Electric heating appliances have come into a great and growing popularity, not alone because they are a comfort and a luxury. Alcohol chafing dishes and alcohol percolators and alcohol stoves were in very general use some time before these devices were ever electrically equipped. But when the electric percolator and disk and chafing dish were introduced people saw that here was something more convenient yet, but better than all that, *an appliance that is safe*. The use of matches and alcohol lamps by any member of the family at any hour anywhere had led to innumerable accidents. Countless cases of fire and personal injury had resulted. But electric heating appliances are safe.

Toasters, bottle warmers, grills, immersion heaters, heat pads, flatirons—they are all safe and there isn't one

insurance man in America who will deny it if you ask him face to face as one man to another.

#### Nothing in Policies About Not Lighting Matches or Smoking Cigarettes!

Of course, there have been fires caused by leaving appliances turned on—and from utter carelessness and negligence in other ways—just as there have been fires caused by carelessness with cigarettes. But we find no clause in any policy saying that no cigarettes may be laid down within the premises without invalidating the policy. We wonder why?

And flatirons? Flatirons have caused fires too when people left them lying on a piece of clothing or on a board and went away and let them char their way down through. But matches have been thrown into waste baskets and caused fires and coal has dropped out of a stove and caused a fire. Yet I find no paragraph in any fire insurance policy that tells us that we may not strike a match or that burning coal in a stove is forbidden.

And how about the electric radiator? Surely the modern electric heater is safer than the gas radiator with its exposed flame jets. "And whose house in this house of mine, anyway?"

To reflect this way upon the use of electric heating devices in every fire

insurance policy issued in New York State is a direct and hurtful prejudice to the sale of these appliances. It should not be desired by the insurance people themselves because the use of this equipment promotes safety. And it should not be tolerated by the electrical industry because it is unfair. And if it is unfair in the case of heating appliances it is most certainly uncalled for in the case of "power." Power in the average home means a fan, a vacuum cleaner, a washing machine, a sewing machine motor and other small motors on an ironer or a dish washer or refrigerator. Do these cause so many and such grievous fires that they

cally. So in every policy he issues in New York State he starts out, after affixing his official O. K. on open grates, oil lamps and quarts of gasoline, by prohibiting the use of electric light, heat and power entirely. But then, remembering that the people of the world today won't pay any more attention to this than they would to an order not to smoke within twelve feet of the outer walls of the house, he deftly gives gracious permission to do it any way. And there you are.

The insurance company is unquestionably right in setting up a standard of safety, in inspecting the premises to see if all is well, and in providing

only for such loss or damage to them as may occur in consequence of fire outside of the machines themselves."

Once more they start out by saying, "You can not use electric light or heat or power" and then wind up by saying, "You can"—with reservations. But as we read the English language, what they mean is about this—that they will not be liable for injuries caused to electric lighting, heating or power equipment by electrical causes from within or damage not in consequence of fire outside of the machines themselves—or words to that effect—though

## Verboten!

**T**HERE is probably no man or company in the electrical business that has not, at some time or other, felt bitterly the Prussian hand of the underwriters—through their inspection departments, through their inspectors individually, or through their laboratories—adding, in ways that often seem absurd from a common-sense electrical viewpoint, to the troubles of the electrical business and to the costs of electrical construction and manufacture. Now, we learn, plans are even being made in certain cities to license electrical dealers, and in turn to cancel the licenses of any dealers guilty of selling appliances not inspected and approved!

ELECTRICAL MERCHANDISING recognizes such constructive work as has been accomplished by the underwriters' representatives. But we insist that the great electrical business, with its un-

paralleled opportunities for serving humanity, should no longer submit its progress to be braked and throttled by a self-appointed, policing body of insurance men, responsible neither to the public nor to the electrical industry and having as little sympathy with the aims of electrical development as the accompanying article reveals.

We believe that the electrical business is competent to do its own policing—and that the whole inspection responsibility should be in the hands—not of the underwriters, whose viewpoint is naturally *negative*—but of electrical men who, in all ways consistent with safety and common sense, *will sympathetically promote the development of electricity* toward its manifest destiny as the greatest and most versatile servant of man.—Editor ELECTRICAL MERCHANDISING.

should be held up to scorn and condemnation where the match, the cigarette, the alcohol stove, the kerosene lamp and the candle are taken for granted and left at liberty to do their worst?

### Why Do Insurance Men Talk This Nonsense?

Why do insurance men talk this nonsense in their policies? Ask me why the rural tax assessor sends out the kind of bills he does. His predecessor in office makes a mistake and he copies it onto the new page of the tax book year after year. So in the beginning the fire insurance men were afraid of electricity and they quite properly built up a set of rules of a safety code to make sure that each installation would be protected.

But times have changed and electric service has become extremely safe, far safer than flues and grate fires and oil lamps and gas and the habits of smokers. But that hasn't affected the thinking of the insurance man.

Officially he is still "agin" this new-fangled idea of doing things electri-

against conditions not supposed to be covered by the policy. But why not talk United States and tell the people what they mean? Here is another paragraph from another type of policy:

### "NEW YORK STANDARD CLAUSE FORBIDDING THE USE OF ELECTRICITY—WITH FORM OF PERMIT

"This entire policy shall be void if electricity is used for light, heat or power in the above described premises, unless written permission is given by this Company hereon.

"Referring to the above, permission is hereby given for the use of electricity for light, heat or power, it being understood and agreed that this insurance excludes any loss or damage to dynamos, excitors, lamps, switches, motors or other electrical appliances or devices such as may be caused by electrical currents, artificial or natural, and will be liable

they will pay the loss of a self-detonating gasoline can, a self-exploding oil stove, a self-igniting match box, a self-spontaneous-combustioning pile of oil rags or any other form of inanimate self-destruction *unless it be electrical!* But this latter form of clause has the advantage that instead of saying something that it doesn't mean and then changing its mind, after misleading and confusing everybody in sight, it simply says what it means and tells all of the facts as the insurance company sees them.

### Electricity Accused as Chief Culprit

And there is the basis of the quarrel that the electrical industry should be having with the fire insurance companies—the underwriters—right now. Out they came not long ago with a statement that the fire loss of the five years 1915 to 1919 inclusive totaled \$1,416,375,845. The total recorded destruction was \$1,133,100,676, to which they added a reasonable 25 per cent as a conservative estimate of the destruction from unreported fires and those occurring in uninsured proper-



ties. And they had this to say about electricity.

"In this analysis, which covers 3,500,000 adjustment reports, electricity is found to be the chief cause of fire loss, with a total for the five years of \$84,086,471.

"There is a greater loss of property due to electrical fires today than to any other known cause, the five-year total amounting to \$84,086,471, or an average of \$16,817,294. New York suffered the heaviest loss, although the state's total of \$7,977,408 was not far above the \$7,785,663 of Pennsylvania. Illinois showed the third largest figure, \$6,538,766, and California the fourth, \$5,060,683."

#### But Here Are the Contradicting Facts!

The Society for Electrical Development, however, had fortunately also been investigating this situation, and immediately challenged this statement. Based on reports of fire chiefs, department heads, central stations and state officials from 345 towns and cities of more than 5,000 population, with an aggregate population of 28,495,851 in 1919—a very large proportion of the entire country at that time supplied with electric service—they found the total recorded fires 138,553, of which only 3,568 in residences or commercial buildings could be traced to any electrical origin. The fire underwriters had charged 6 per cent of all fires to electricity. The society's survey, which covered the bulk of the territory from which electric fires could come, found 2.57 per cent to be electricity's maximum possible share. This figured about one-third as many fires as are caused by the careless use of matches and cigarettes.

#### Matches and Cigarettes Do Threefold Damage

Now, we believe in facts and there is no good in hiding them. But for the fire insurance people to try to tell the world that electric light and appliances cause more fires than anything else, is an insult to the popular common sense and an offense to the electrical industry. Fire insurance men themselves live in electrically-lighted houses and use appliances as much as any other class of people. They don't personally and individually believe that electric wiring or electrical heating and power devices are unsafe. They know that they are not. Then why should they officially perpetuate this senseless attempt to misinform the public by an utterly defenseless paragraph that does not say so, but by suggestive wording causes the reader—multiplied to millions—to infer that electricity in the home is dangerous?

The electrical industry is doing a great work of education. It is bringing

comfort, labor saving, healthfulness, and cheer into the homes of the people to a degree never before known to mankind. It is a slow and arduous job—demanding the utmost in persistent courage, tireless energy and able selling to teach these new ideas to the people individually and in the mass. We are making headway and every household of us is enjoying the benefits. We should have the active aid of every enlightened organization in the country.

*And yet here are the fire insurance men, the one great business group more benefited perhaps by the electrifying of the home than any other, because the use of electric light and heat banishes the open flame, and they are thoughtlessly and continuously spreading bricks for us to stumble over. They are proclaiming in policies and in their*

fire statistics that electric light, heat and power is more dangerous than open grates, oil lamps, matches and all the other fire hazards.

*It isn't true that electricity causes most of the fires. It isn't right to say so. It is palpable absurdity in any individual household, therefore it is senseless to make such a sweeping statement for the country at large. And it isn't good business judgment for the fire insurance company. Therefore we believe that if the fire insurance man would stop and think it over just a bit he would see the mistake that he is making and go and sin no more. And ELECTRICAL MERCHANDISING hereby calls upon each and every electrical man to raise the issue hot and strong with every representative of the fire underwriters that he does business with.*



## Let "Homes Electric" Show Your Trade the Way to Fit Their Homes

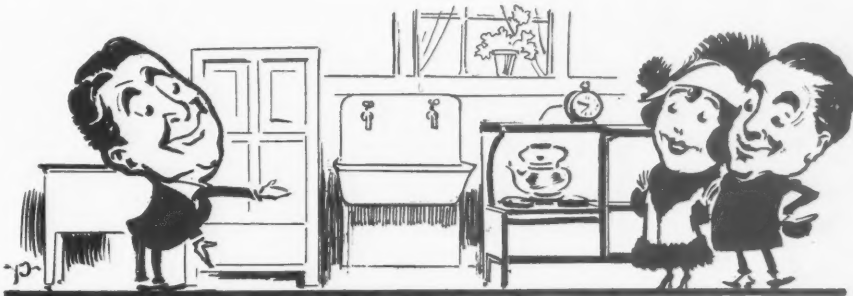
By C. L. Funnell

I used to squint a praising eye  
At salesmen selling cars  
With prices running bold and high,  
And think of them as stars.  
But when I watched an agent sell  
I felt my wonder skid.  
He might not care to have me tell—  
But this is all he did:

He sat his prospect at the wheel  
And whispered in his ear:  
"Just drive yourself and get the feel!  
She's bliss itself to steer!"  
And when a mile of dales and hills  
Beneath the car had slid,  
The prospect peeled his roll of bills  
And bought the car, he did.

I used to think we had a Herc-  
Ulean task to meet  
In selling folks electric work,  
And making homes complete.  
But when I saw that auto sold  
I knew the method to  
Increase our business fifty-fold.  
Here's all we have to do:

Fix up a house with each device  
That runs or heats with juice,  
And stowing all our good advice,  
Just turn our prospects loose.  
The thought of electricity  
Will lodge within their domes;  
They'll sell themselves implicitly  
And want Electric Homes!



# Five Big Changes in the Tax Law

Excess Profits Tax Abolished After Taxes on 1921 Are Paid—Surtax Rates Reduced—"Capital Gain" Taxes—New Definition of "Closed Transaction"—Losses of One Year Offset Against Any Profits in Two Following Years

By ROBERT MURRAY HAIG  
School of Business, Columbia University

**A**MONG the numerous changes made by the revenue act of 1921, signed by President Harding in November, five stand out as of great importance from the point of view of the business man and the investor. These are:

1. The abolition of the excess profits tax as of Jan. 1, 1922 (rates for 1921 unchanged), coupled with an increase in the income tax on corporations beginning January, 1922, of from 10 per cent to 12½ per cent.

2. The reduction in the surtax rates on individual incomes (effective Jan. 1, 1922), but not on taxes for 1921.

3. The establishment, with the beginning of 1922, of a new class of income to be known as capital gain, which will be subject to a maximum rate of 12½ per cent.

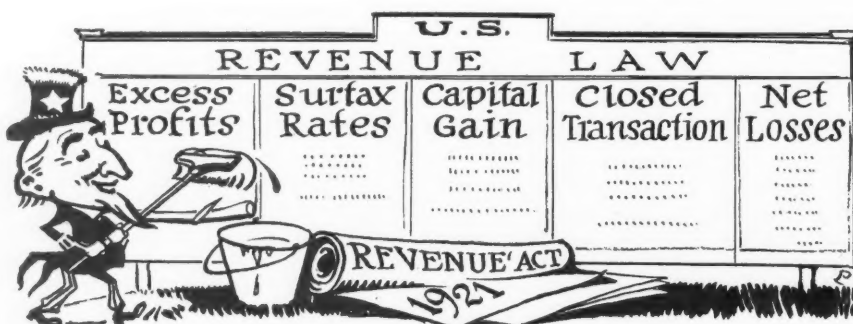
4. The broadening of the definition of the "closed transaction," effective for 1921 taxes, which makes possible many exchanges of property for property without subjecting the gain to taxation.

5. The recognition, beginning with 1921 taxes, of a net loss from one year's operation as an offset against any profits which may accrue in the two following years.

The first two changes, the repeal of the profits tax and the changes in the rates, have been the subject of wide comment, but the other changes, being of a somewhat more technical character, have been less discussed and their significance less fully appreciated.

## Excess Profits Tax Repeal.

In spite of great pressure, the Congress finally declined to repeal the excess profits tax for 1921, but did agree to abolish it thereafter. With it disappears the "personal service corporation," a special class established to care for certain corporations which it was desired to



Uncle Sam, under the revenue act of 1921, has posted at least five important changes in tax laws governing payments due in 1922 and following years. Every one of these changes is of prime importance to

every business, regardless of its size. The progressive business man will do well to become familiar with the new law as quickly as possible, especially before tax returns become due in March.

exempt from profits taxation. Now that the profits tax is gone, the income tax rate on all net income of corporations rises from 10 to 12½ per cent. The change in the rate will cause corporations which make only moderate profits to pay slightly heavier taxes, but the total tax burden on corporate income will be much lighter, the official estimates of revenue under the new bill calling for \$1,030,000,000 from this source (ignoring back taxes) this fiscal year and only \$695,000,000 for the next fiscal year, when the changes will be in force.

The surtax rates on individual incomes are reduced beginning with the first of this year. A comparison of the new scale with the old is difficult to make. It should be made clear, however, that the change affects small taxpayers as well as large ones. The maximum rates remain very high—50 per cent as compared with 65 under the old law. The 50 per cent rate applies to all income in excess of \$200,000. The old rate which applied to the increment of income above \$200,000 income was 60 per cent. Surtaxes now will not begin until the \$6,000 point is reached and will be 1 per cent for income between \$6,000 and \$10,000. Under the old law, the surtaxes begin at

\$5,000 and mount by more rapid steps. There are also slight changes in the personal exemptions, effective for the 1921 taxes. According to the revenue estimates these changes will not provide much relief for the individual taxpayers, for the government expects to get \$780,000,000 in 1922 with the changes in effect as compared with \$850,000,000 in 1921.

## New Class of "Capital Gains."

The most revolutionary section in the new act is Section 206, which sets up a new division of income. Beginning the first of this year money made by individuals by selling or exchanging property "held for profit or investment" is subject to a maximum rate of 12½ per cent, instead of the regular rates, which range as high as 58 per cent (normal plus surtaxes). This is hedged about by several restrictions. The individual may not take advantage of the permission to use the 12½ per cent rate unless he is willing to pay at least 12½ per cent on his other income as well. The property "held for profit or investment" must have been so held for more than two years and may not include property "held for the personal use or consumption of the taxpayer or his family," or property which properly is subject to inven-



tory. It is not necessary, however, that the property be connected with his trade or business.

The reason for the adoption of some such section as this is plain, whatever one may think of the wisdom of choosing this particular method of meeting the situation. As everyone knows, many sales of property have been postponed or entirely blocked by the unwillingness of prospective sellers to take their profits when they would immediately become subject to heavy surtaxes. This, of course, handicapped business. The solution adopted was practically to wipe out the offensive surtaxes on profits from this class of transactions.

One anomalous result of the selection of this solution, however, is that under this new arrangement a dollar of profit made from property which has grown in value is taxed at the maximum only 12½ cents, whereas a dollar made otherwise may be taxed as much as 58 cents. For example, in the case of a bond bought at a discount and sold at a profit, every dollar of interest on the bond may pay a tax nearly five times as great as does every dollar of appreciation in the value of the bond, a fact which is likely to affect profoundly present as well as future methods of corporate financing.

Much more could be said regarding the effects of this new section from the points of view of equity and of administration, but what is of particular interest here is to point out the very substantial relief granted by it to investors in property which appreciates in value.

#### The "Closed Transaction."

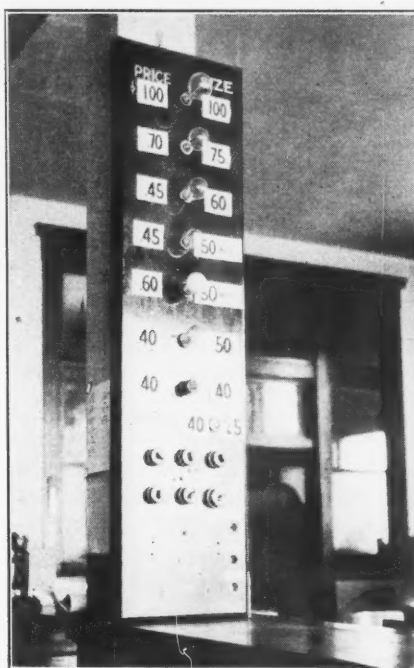
The advantage to the investor in property which is gaining in value, conferred by the section just described, is accentuated by the liberal provisions governing the "closed transaction" (Section 202). This has long been a troublesome section of the field of income tax procedure. When one exchanges property for cash, no question arises. The transaction is "closed" and one accounts for his gain to the tax collector. But when one barter instead of sells, receiving other property instead of cash for his property, very serious questions arise. There are sometimes differences of opinion as to the value of the property received which lead to disputes and litigation. The old law went so far as to say that, in the case of such trades, the prop-

erty received was to be treated as cash "to the amount of its fair market value, if any" (with certain exceptions in the case of a corporate reorganization. 1918 Law, Section 202). The new law goes much further. It now states positively that no gain or loss on trades shall be recognized unless the property received on the trade "has a readily realizable market value." The phrase "readily realizable" adds a new and liberalizing element.

Even more important, however, are the exceptions made to the general rule. Even though the property received has such a "readily realizable market value," one need not account for the gain in certain cases. This is one:

"When any such property held for investment, or for productive use in trade or business (not including stock-in-trade or other property held primarily for sale), is exchanged for property of a like kind or use."

#### Making It Easy to "Spot" Lamp Sizes and Prices



A simple and effective means of informing the public as to the prices and sizes of standard lamps is illustrated by this photograph in the New Britain, Conn., office of the Connecticut Light & Power Company. Representative sizes of lamps are mounted on a panel above the counter and the prices of each are shown in black and white on cards easily changed in case prices or sizes are changed. Individual lamps can be switched into service for quick demonstration, and live outlets for fuse and other testing are also provided at the base of the panel, a 40-watt lamp being used as a pilot. The most striking thing about the arrangement is the way in which the black and white figures stand out when viewed from all parts of the front office, and this not only tends to aid the lamp buyer but to suggest the purchase of lamps to the visitor.

How the Treasury will interpret this section is, of course, as yet unknown, but it would be a very narrow interpretation which would exclude exchanges of bonds for bonds or real estate for real estate. In other words, so long as one "barter" or "trades" his property for other similar property instead of selling it for cash, he need not account for his gains to the Treasury for tax purposes. Even if he does sell for cash, as has been noted above, he is subject to a "capital gain" tax of only 12½ per cent.

#### Net Losses.

With one minor exception included in the 1918 law, it has been the practice since the beginning of income taxation in this country to treat each year as a unit and to refuse to permit the fact that one has lost money this year to affect the amount of profit he must report the following year. Each accounting period has been carefully "insulated" from other accounting periods. This practice has worked much hardship and the new law breaks away from the old precedents by inserting a provision, effective for 1921 (Section 204, with a restriction on mines), which permits a net loss suffered in one year to be offset against any net income realized in the two next succeeding years. In other words, losses may be used to blot off subsequent gains, but losses are "outlawed" for this purpose after the expiration of two years.

The new law contains many other new provisions. Such changes include the new rule regarding gifts, which makes the recipient, if he sells the gift, account for the gain in the value of the gift before he received it (Section 202 (a) (2)); the section aimed to prevent "wash-sales" to establish losses (Section 214 (a) (5)); the provision covering cases where property is involuntarily converted into cash (Section 234 (a) (14)) and the modifications in the various special taxes.

It has been possible to stress here only the most important departures in the new statute. Careful examination by the business man and the investor will reveal the fact that it contains provisions, aside from the repeal of the profits tax and the changes in the rates, which will yield him very substantial relief from the burdens of war taxation under which he has been struggling for the past five years.

# Radio—the Merchandising Sensation of the Hour!

How the Electrical Dealer Can Take Advantage of the Present Wave of Popular Interest in Radio and "Broadcasted" Music, Which Is Sweeping Shelves Bare of Wireless Sets and Equipment

By PIERRE BOUCHERON

1. Amateur radio is a modern game which keeps boys at home, develops their minds and instills scientific knowledge. Of late it has been taken up by older men. It is destined to become even more popular than amateur photography.
2. There are nearly 300,000 wireless amateurs in the United States and the purchasing power of each one varies from that of a boy who spends \$50 a year up to that of the advanced experimenter who easily spends several thousands a year.
3. The wireless amateur not only buys an initial set, but he is constantly adding and building on to the original equipment.
4. Certain parts of the radio amateur set require frequent renewals, such as vacuum tubes, batteries and other parts.
5. The popular press of the country is giving such wide publicity to amateur radio that everyday several hundred boys, young men and even older professional men are attracted to the fascination of wireless and become amateurs.
6. An important angle of the amateur radio situation of today is the wireless telephone. In this connection several large organizations located in various parts of the country are sending out "news broadcasts" by wireless telephone as well as concerts. Since it is not necessary to have much technical knowledge to handle a radio telephone receiving set, anyone can hear news and music without much trouble and expense.
7. Among the advanced amateurs are several relay organizations which specialize in the exchange of social messages throughout the country. No charge is made for this and the taint of commercialism is, therefore, not present. This factor alone adds popularity and zest to the game and today it is not an uncommon thing for a New York City amateur to make the acquaintance of a San Francisco amateur through the medium of a wireless message which is relayed across the continent from one station to another until it reaches its destination.
8. The Department of Agriculture has recently become interested in the broadcasting of timely information to farmers throughout the country. In casting about for an inexpensive and effective way of reaching farmers quickly, the department has chosen the wireless amateur station as a medium of conveying messages. Your modern farmer will, therefore, shortly be equipped with a radio telephone station which he can operate as easily as he does his present rural telephone line.

FROM the above, the reader will see that there is a good field for radio amateur sales. The most logical man to sell wireless apparatus is the present electrical supply dealer. All are agreed on this, and ELECTRICAL MERCHANDISING has been emphasizing the fact and preaching the gospel of "radio sales by electrical dealers" most effectively for the past year.

I am told that some dealers are kept out of radio because they are frightened by what they call the technical end of it. In other words, on first appearance, the radio business seems too complicated for the average electrical dealer who is not always an electrical engineer. This is wrong—very wrong. Many suc-

cessful radio dealers did not originally know anything about wirelesses, but when they saw the possibilities, it did not take them long to learn the few necessary fundamentals. After all, there is not much more to radio than knowing about an electric light circuit, a sewing machine, a washing machine motor, or storage battery charging, or flashlight battery renewal.

## Anyone Can Become an Amateur

Although there are at present nearly 300,000 amateurs in this country (some more enthusiastic investigators place the number at 700,000, which is not far from correct if one is willing to include all boys of an electrical and mechanical bent),

this number could easily be doubled through the electrical dealer. Potentially, every school boy who is interested in tops, bicycles, mechanical toys, etc., needs only to be shown an actual wireless station in operation to become an embryo Marconi himself.

If every electrical supply dealer in the United States would set up a small receiving set in his store for the benefit of his customers, it would not be long before he would be forced to stock up on radio apparatus. This gospel is being preached far and wide and it will not be many years before the above prediction will come true. It is evident, however, that the ones first to realize this and "get in on the ground floor" will be the ones who will capitalize.

Because our laws are more liberal in respect to the control of amateur radio, the United States leads and the art is more popular and advanced in this country than elsewhere. Radio, however, is an international game. Indeed, I have seen well-equipped amateur stations in many foreign countries such as Argentina, Brazil and Cuba. England, France, Holland and Germany have a large quota of amateurs, but the laws of these countries are not as generous as ours, a fact which holds the art back somewhat.

Mind you, this is not only a boys' game—it is also a grown-ups' game. The only difference between a boy amateur and a grown-up amateur is the extent to which each is able to spend money to pursue the hobby. I have been an amateur myself for the past twelve years and during that time I have seen boys and men in all walks of life, all creeds and color, come into the ranks of the radio amateur. During the past two years I have been particularly gratified by seeing the unusual number of professional men who are taking



radio up as a diversion. Doctors, lawyers and especially engineers are easily sold on the idea. One thing which has done more than anything else to bring this about is the wireless telephone, for in contrast to wireless telegraphy, anyone who can talk and listen can become a wireless telephone operator.

### The Fascinating Wireless Telephone

From an amateur standpoint the wireless telegraph was not so popular because in order to set up a

esting and fascinating work with the present broadcasting of wireless conversations, news and music.

Some years ago I used the expression "Radiophone a la Victrola," and some of my listeners smiled somewhat ironically at the term and doubtless considered it a wild dream. Today the thing has almost come to pass. Radio receiving sets are this day being manufactured which can be set up in the parlor of every modern home, and by the use of effective amplifying loud-speaking devices one

to how to go about the matter of handling wireless goods. There is no great secret about it, but four important things should be considered when starting in:

1. Enlist the aid of a young amateur in your neighborhood. Talk radio to him, ask questions, get it all out of his system. He will quickly tell you what you should handle. Employ him if necessary for a few hours in the evening to answer questions and sell apparatus to purchasers.

2. Write to leading manufacturers and jobbers and ask for prices and catalogs, then study these carefully and



When the government lifted the ban on amateur radio stations in the fall of 1919 it opened at the same time a highly profitable line of sales for the electric shop run by Kelly & Phillips. Located in Brooklyn, N. Y., this newly established electric store was discovering that its location was not particularly good for electrical supplies.

With several grammar and high schools in the vicinity, however, the field for radio sales was a rich one. With the help of

two naval officers, Kelly & Phillips installed a receiving set in the store and used window signs inviting people in to see the set in operation. A near-by movie supplied crowds at regular intervals and the invitation to inspect the apparatus was accepted by large numbers.

Letters were sent out to hundreds of school boys and listed amateurs, and local newspaper advertising was used. The boys came, many of them bringing their parents

with them, and sales began to increase steadily. In addition to store sales, the firm has also built up a mail order business that brings in orders from practically every state in the Union. Recently Mr. Phillips said that the only thing preventing them from enlarging their quarters is the long term lease held by the adjoining store. Thus a location that was frankly bad for general electrical supply sales proved a real money-maker for radio merchandising.

station it was necessary to learn the Morse telegraph code and become efficient in it to the tune of from ten to thirty words per minute before considering one's self an operator. There is little fun in setting up a wireless telegraph set and simply listening to a lot of meaningless dots and dashes. In the old days, this caused many a beginner to give up amateur wireless in despair because he could not learn the code rapidly enough.

The radio telephone obviates all this for it has become a most inter-

esting and fascinating work with the present broadcasting of wireless conversations, news and music. While it is true that at present this is possible in a few sections of the country, it will not be long before music broadcasting stations will be established all over the United States.

But to get back to our mutton. Electrical dealers are wanted throughout the United States to handle radio apparatus. Let the doubtful ones who are frightened at the technical aspect of wireless write to any manufacturer and ask for information as

decide how much you can invest in a preliminary stock.

3. Advise the fact that you are handling wireless goods through local mediums, whether it be newspapers, school papers or by direct circularizing.

4. Get your amateur friend to help you in erecting a small receiving set in your store so that your customers may "listen-in" and try the apparatus out for themselves. This is a most necessary and valuable procedure

In conclusion, become enthusiastic about radio and spread this enthusiasm around to everyone you meet and the business side will take care of itself.

# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

*believes that:*

1. Goods must be sold and business done at a profit.
2. **Business comes to the man who goes after it.**
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

## Lay Hold of a True Vision of This Year

IT IS a wonderful thought if you will but use it, that there is ahead of us right now a whole full year to do things in. And all the time that stretches between now and next December's end is free and open to every one of us.

The floodtide of a new year of better business is just beginning to set in. The start is being made in the construction of two million needed buildings and the gradual equipment of many millions more. People generally are feeling a strengthening impulse to go ahead. And we shall see the spirit of this returning confidence steadily spread and grow through 1922.

That is the prospect as we look ahead today and the key to it will come by seeing and believing with an optimistic courage that will admit the bigness of the opportunity and eagerly set out to take possession of it. As long as men stand back and doubt, so long will good times be retarded, but the very influence of enthusiasm will hurry it on. The most important thing for all of us, therefore, is to lay hold of a true vision of the great good fortune that waits for us this year and then believe and work to win.

## Are You a Good Son of Father Franklin?

DEEP down in his heart, every electrical man believes himself almost a son of good old Ben Franklin, who may be called the father of electricity. But although the development of electricity in America began with Franklin, it must not be forgotten that he has other laurel wreaths to wear than those placed on his lofty brow for his electrical labors. For Franklin may also be called father of the thrift idea in America, and electrical men who would like to tread in the old gentleman's footprints will do well to study his philosophy of thrift, and follow it not only for the week following

Franklin's birthday on Jan. 17, but also for the entire year. An effort to get all America to do this is now being made by the Y.M.C.A. organizations throughout the country. Their recent "Thrift Week" to start this drive had for the basis of the movement a ten-point economic creed combining these strikingly well-chosen admonitions: "Work and earn," "Make a budget," "Record expenditures," "Have a bank account," "Carry life insurance," "Own your home," "Make a will," "Invest in safe securities," "Pay bills promptly," "Share with others." Let electrical men as well as the Y.M.C.A. follow Franklin's leadership in thrift.

## Where One "Home Electric" Equals 25!

AN ELECTRICAL man's own "electrical home" is at least twenty-five times as effective in spreading the electrical idea as any similarly complete electrical home occupied by a layman. That is the reason why ELECTRICAL MERCHANDISING wants to see electrical men first get their own homes "electrified" as a means of promoting the "Home Electric" idea in general.

The electrical man's home electric becomes a center of electrical education for the community, with the electrical owner himself as an enthusiastic missionary for the electrical idea. To visitors, the appliances can be explained intelligently.



## Forgetting the Woman Is Costly

ONCE upon a time a manufacturer placed on the market an electrical dish washer with a highly polished metal surface. Before a month had passed, loud complaints began to come in that the time and labor spent in keeping the surface of the appliance from tarnishing greatly exceeded the time and labor saved by the use of the appliance itself. The manufacturer had forgotten that the woman in the home had enough to do to keep her silverware, glassware, and pots and pans polished without taking on another big job. Several scores of the appliances were junked or sold at a heavy loss. Thereafter the appliance was painted a battleship gray—washable quickly with soap and water.

Once upon a time a manufacturer put on the market at a heavy expense an electrical egg beater. It beat anything in the egg-beating line that had ever been offered the housewife. But it took a woman nearly an hour to clean the intricate parts of the device after the eggs had been beaten. Only a few sales were made before the egg beater disappeared from the market. The money invested in designing, manufacturing and in attempting to sell the device was a total loss.

Once upon a time a manufacturer put on the market a highly efficient electrical iron, but which also was about as unattractive as a good tin lizzie in a garage



full of custom-made limousines. It was nothing that a woman could display with pride when her friends ran in and interrupted the weekly ironing. The cost of the iron was a heavy penalty on the manufacturer who forgot feminine nature.

All of which goes to prove that in the manufacture and sale of electrical devices for the home it is about as costly to forget the woman as it is in any other phase of life. Manufacturers would add many a dollar to their profits if the woman's point of view were more thoroughly consulted than it now is in the actual designing and perfecting of a household device. All the skill of a sales manager who bases his selling on the feminine appeal will not offset the faults in design and operation directly due to failure to remember the woman.

### Some Present-Day Ills of the Washing-Machine Industry

Editor of ELECTRICAL MERCHANDISING:

The situation now confronting the washing-machine industry will, if it continues, in my opinion be disastrous for many washing-machine manufacturers. It is, of course, equally embarrassing to many of the old-established, well-known, properly financed and well-managed washing-machine companies, of which you know there are a considerable number.

The two things that seem to be especially embarrassing today are first, the "dumping" on the market of many washing machines at whatever price may be obtained. The majority of these so-called dumped machines are being sold through installment houses or through concerns whose endeavor is simply to sell the machine, secure the cash and pay no attention whatever to the innocent purchaser, who might naturally look for future service and repair parts when required. In other words, the installment houses handling fatherless and motherless washing machines assume that their responsibility ceases when the machine has been sold and paid for, whereas the washing-machine manufacturer and his electrical dealer who want to continue in business know that the right kind of "service" must necessarily follow the sale.

#### Lack of Service Will Reflect on Other Brands

If a washing machine, an ironer, a vacuum cleaner or any other household appliance is sold by a concern which cannot or will not furnish repair parts or service, the purchaser might have good reason to believe that *all* washing machines are a failure and a fraud. This naturally reflects on the products of those manufacturers, of whom there are many, who make the right kind of washing machines and stand back of their products with a guarantee that really means something.

The second serious thing that is coming to the front just now is the patent situation. During the past few

years, quite a number of concerns have literally "jumped" into the washing-machine business, appropriated to themselves without cost many perfectly valid patented features of a number of the old-established, well-known, nationally advertised washing machine manufacturers. There is absolutely no doubt whatever that many machines now on the market are clearly infringing perfectly valid patents, and it is only reasonable to expect that the owners of such patents will protect themselves against continued infringement upon the part of manufacturers and possibly dealers as well, because the U. S. patent laws give to the inventor the exclusive right "to manufacture, sell or to use his invention."

#### Electrical Appliances Should Be Sold Only by Recognized Dealers

It seems too bad that the washing-machine manufacturers have to face the present unfortunate and apparently unforeseen condition. I personally know many of the old-time, original manufacturers of washing machines, who have built up big businesses through long years of the hardest kind of hard work, and it looks as if the results of their toil might now be taken away from them through the bad selling practices being pursued by a number of concerns which, as above stated, have freely taken and appropriated to themselves the ideas of the old-time manu-

### Merchandising Disarmament

THE sums of money wasted in armaments by all the nations are but dribblets of small change compared with what is shot away in commercial warfare. Senseless competition among retailers entails a greater tax than the upkeep of armies, navies and air fighters. Let's cut it out.

Merchandising disarmament is quite simple. It requires neither conference nor diplomacy. Let each of us individually decide to spend nothing in business competition and turn our resources to business creation, and the job is done.

The most successful merchant in the world used to brag, "I never compete." Wise merchants do not have to.

facturers. We believe that washing machines, ironing machines, vacuum cleaners, etc., should be sold only through recognized electrical dealers and jobbers and not through other sources that merely intend to sell an appliance and think that their responsibility is then at an end. We fear that unless something is done and quickly, the sale of household electrical appliances may drift out of the hands of the electric jobber and dealer and into the hands of those concerns that want the money and care nothing about the future of the appliance or its purchaser.

#### Washing Machines That Cannot Be Serviced

I know that the manufacturers of washing machines and their jobbers, their dealers and the salesmen handling electrical household appliances recognize ELECTRICAL MERCHANDISING as the leading journal in our line of business, and I believe that "our" journal—ELECTRICAL MERCHANDISING—should do everything possible toward pointing out to the trade in general the great danger of handling washing machines or any electrical household appliance which cannot be serviced, or which might infringe patents legitimately owned by many well-known, firmly established, properly financed and well-managed manufacturers. Many dealers and their salesmen are complaining bitterly of the fact that they are losing business daily through this wild price cutting orgy and free patent infringement, which are embarrassing alike to the salesmen, the dealer, the jobber and the manufacturer.

I hope you will pardon the length of this letter, but take it as a personal earnest expression that something should be done through your magazine right now to offset, if possible, some of the present bad practices, and at the same time instill more energy and more courage in the minds of jobbers, dealers and salesmen throughout every section of the country.

W. L. RODGERS

President Pittsburgh Gage  
& Supply Company.

Pittsburgh, Pa.



"If a washing machine is sold by a concern that can not or will not furnish repair parts or service, the purchaser might have good reason to believe that all washing machines are a failure and a fraud."



## Hints for the Contractor



### Conduit Wiring on Plaster-Board Partitions and Ceilings

BY TERRELL CROFT

So-called "2-in. partitions" are now being constructed in many buildings, particularly in those of fireproof construction. These partitions are made by plastering on either metal-lath or plaster-board surfaces that are supported on steel studding of small angle or channel sections. Fig. 1 shows the process of construction of a plaster-board partition. Channels  $\frac{3}{4}$ -in. deep are used in this construction to carry the plaster-board slabs, which are held to the channels with steel clips as shown in the illustrations. Because of the space economy of partitions of this type, they are being utilized in a great many cases for the subdivision of office building floor areas.

The partitions, when completed, are practically solid and comprise only fireproof materials, namely,

*Ideas on  
Estimating, Stock Keeping,  
Shop and Construction Methods,  
Repairs and Maintenance,  
and Collections*

steel and plaster. It is obvious, then, that the conduit method is the only one that is permissible within these thin partitions. Either rigid wrought iron or flexible metallic conduit can be used. As a rule, it will be more economical to use rigid conduit where it is not necessary to make a great number of turns and off-sets in the conduit run. However, in some cases where the route of the run is very irregular, flexible conduit may be the more economical. Inasmuch as the partition will dry out before the conductors are pulled in, it is unnecessary to use lead flexible metallic conduit. The unleaded conduit will be passed by the underwriters' inspectors for any location where it will not be permanently damp.

Fig. 2 shows the method of installing a run of conduit and a

bracket outlet box on a plaster-board partition. The conduit is installed on the partition after the plaster board slabs have been placed. The conduit is held to the plaster board with tie wires, which, as shown in Fig. 3, pass around the conduit and through holes in the board and are twisted together on the back side of the board with a pair of pliers. This will draw the conduit tightly against the board. The holes for the tie wires for the plaster board can be made with a small twist drill, turning in a bit brace. The outlet box is also supported to the plaster board with a tie wire. It will be noted from Fig. 3 that the plaster board does not lie exactly in the center of the 2-in. partition, although the channel studs do lie in the exact center. There is a distance of  $\frac{3}{8}$  in. between the plaster board and one face of the partition and  $1\frac{1}{8}$  in. between the face of the plaster board and the other face of the partition.

Inasmuch as  $\frac{1}{2}$ -in. conduit is a trifle over  $\frac{3}{8}$  in. in external diameter, it is necessary to place the conduit on the  $1\frac{1}{8}$  in. side of the plaster board as suggested in Fig. 3. It is necessary to use a shallow outlet box having a depth not greater than  $1\frac{1}{8}$  in. for this work. If necessary, the box can be blocked out from the plaster board with small sticks of wood so that its outer edge will lie flush with the finished plaster line.

It is frequently possible to erect a conduit riser in a plaster board partition at a corner, or near one of the steel studs as shown in Fig. 4. In such cases the conduit can be held with tie wires, as shown in Fig. 4, to the steel clips that clamp the plaster boards in place to the channel studs.

An outlet in a plaster-board ceiling can be arranged as shown in Fig. 5. There is only  $\frac{3}{8}$  in. finished plaster between the lower face of the surface, so that there is scarcely room in this space for an outlet box. A ceiling plate might be used if the conduit runs were such that they could enter at the back of the plate. In most cases, however, the conduit runs will be horizontal, as shown in Fig. 5, and must enter the sides of the boxes. It will then usually be nec-

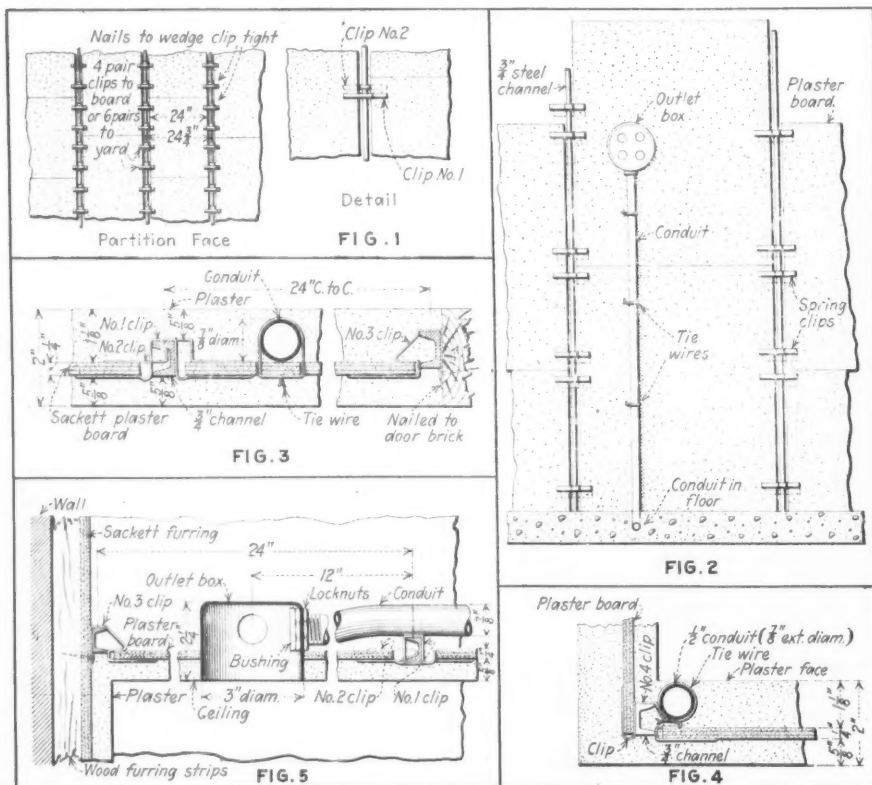


Fig. 1. The construction of a plaster-board partition.

Fig. 2. Outlet box and conduit wired to partition.

Fig. 3. Conduit in a 2-in. plaster-board

partition is held securely with tie wires.

Fig. 4. Conduit bound to corner clips with the wires.

Fig. 5. Outlet box in a plaster-board partition.



essary to use 2½-in. boxes in plaster-board ceilings, which will permit the conduit to enter the side knock-outs.

If an electrolier is to be supported from an outlet box in a plaster-board ceiling it will be necessary to provide additional support to the outlet box to enable it to sustain the weight of the electrolier. This support can be provided by arranging a bridge across a couple of the channel section beams, or by arranging a piece of rod or strap iron vertically over the center of the box to some member above, so that it will be in tension when a stress is imposed on the box. Frequently a piece of No. 6 soft iron wire can be used for this tension member. It can be threaded through and tied in the screw holes in the bottom of the outlet box and made fast over a beam or around some member directly above the box.

### Electric Shop Advertises for Auto Electric Repair Work

There's an electric shop in Canada—Toronto & Hamilton Electric Company, Ltd.—that believes in going after electric repair and maintenance business on standard motor cars. Advertising in local daily newspapers, the firm announces that it makes a specialty of electric repairs on motor cars and that it maintains a staff of experts on this particular work.

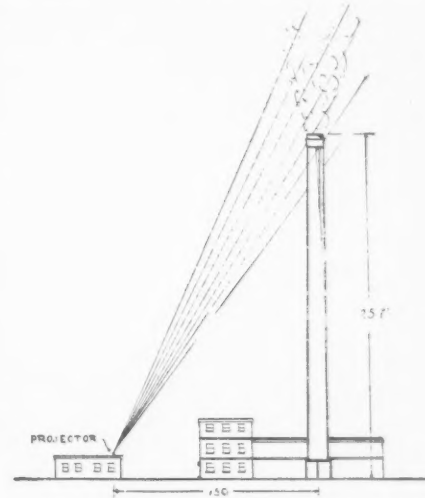
### Checking Factory Losses by Floodlighting Chimney

It's a slow day when electricity doesn't take on a new job or two in industry or home. One of its newest functions is the watching of a smoke stack for the Eagle-Picher Lead Company, at Galena, Kan. Extensive improvements were recently made in the firm's oxide works, and in order to carry off the fumes from the "bag room," a 257-ft. stack was erected.

In the process of separating the oxide from attending gases, it frequently happens that one or more bags become unfastened from their shackles, thereby permitting the valuable by-product to escape through the stack. In order to detect such disarrangement of bags frequent observations of the mouth of the stack are made.

During daylight hours it is a simple matter to detect the escape of oxide. At night, however, suitable illumination must be provided. Engineers from the Empire District Electric Company at Joplin were called in and looked the problem over. The logical method of providing the desired illumination was found to be a beam of light directed to the top of the stack from some vantage point in its vicinity. For various reasons it was impractical

to place the source of light on the building in which the bag room is located and it was necessary to mount a projector on a low storage building about 150 ft. from the base.



This diagram shows how a single floodlight was installed to facilitate night inspection of the mouth of the chimney, 257 ft. in height.

of the stack. This necessitated a "throw" of about 325 ft., requiring a reflector of concentrated beam. This solved the problem.

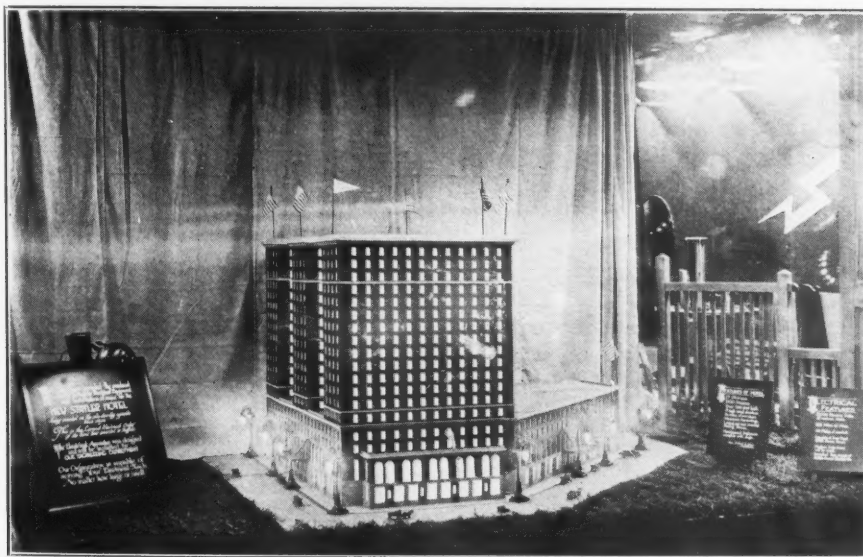
### Apartment Houses Offer Field for Vacuum Cleaners

"Vacuum cleaners are far from being a new line, but the enterprising dealer does find new ways to market them," says F. J. Gottron, of the P. A. Geier Company of Cleveland. "Some of them have recently discovered a pay streak in the apartment house field."

It is now becoming apparent, Mr. Gottron declares, that the portable electric vacuum cleaner will largely displace the installed types in hotels and apartments. The two devices are finding their places after a preliminary period of uncertainty. The stationary cleaner is welcomed particularly by managers of very large hotels and other institutions, while the small hand machine is considered best for office buildings, apartments, and the small hotel.

Cleaners of the regular household type are in use in a Cleveland apartment hotel of 1,200 suites, where they have supplanted the stationary system which was built into the hotel. Both janitors and tenants prefer the hand machines to the installed cleaner. Examples of institutional use of portable cleaners are found in the dormitories at Harvard and Yale.

### Show the Public the Capacity of Your Organization



When McCarthy Brothers & Ford, electrical contractors in Buffalo, N. Y., landed the electrical contract for the New Statler Hotel in their city, Retail Manager E. D. O'Dea was confronted with the problem of putting in a window display that would tell the story. Mr. O'Dea had a beaver-board scale model of the hotel made, with transparent windows and brilliant inside illumination. A painted beaver-board pave-

ment was installed, and to give perspective to the setting, miniature motor cars, trucks and wagons were obtained. For street lights, small battery-operated fixtures from a toy electric railroad were pressed into service. The illustration shows the effectiveness of the display. Crowds stopped to look, and to read the signs which listed the interesting structural and electrical features of the hotel.



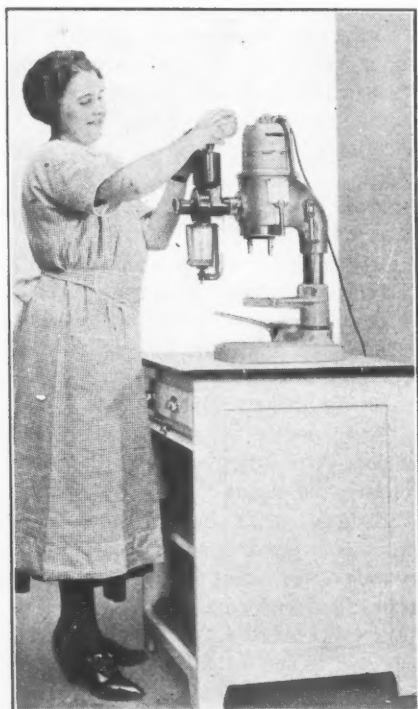
## Marketing New Lines at a Profit



### More Jobs for Electricity, the Maid-of-All Work for the Kitchen

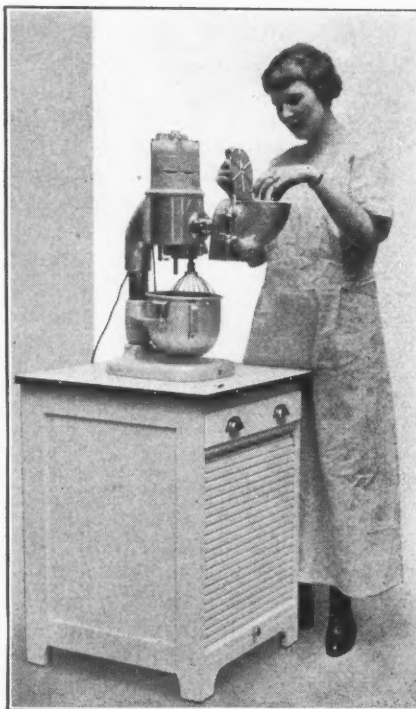
The chief reason why the kitchen cabinet became almost overnight an indispensable part of kitchen equipment was that it filled the need of gathering together the scattered elements of kitchen work at one central point, or base of operations.

Much the same will doubtless be said of the new electrical unit, or "Kitchen Aid," developed by the Troy Metal Products Company, Troy, Ohio. The housewife who possesses one of these need no longer scatter her operations or working forces—run to one closet for the meat chopper, to another for the vegetable slicers, to another corner for the coffee grinder, and everywhere for the utensils for mixing cakes. Instead, the new electrical unit is the base of operations for all the main tasks in food preparation—and there all she has to do is, snap the switch and let the motor do the work!



The coffee-grinder is but one of the many attachments which may be operated on the horizontal shaft of this versatile machine. Others are the meat and food chopper, the vegetable and fruit slicer, the ice chopper, the soup-strainer and colander, the ice cream freezer, etc. The cabinet-stand has places for all the attachments, and the shining top provides a handy work-table surface.

*The Dealer Who Makes Money Is the Man Who Capitalizes New Developments of the Electrical Art in Terms of Consumer Sales*



The mixing operation is carried on in the lower bowl, the revolving beater, whip or hook being given a planetary progressive motion around the bowl. The vegetable slicer is shown in position on the upper horizontal spindle. An ingenious interlocking gear-shift and switch mechanism makes it impossible to change from one of the three speeds to another without first shutting off the power.

The motor of the "Kitchen Aid" is mounted on a heavy stand, over the mixing bowls, which are supported by an adjustable arm. Beaters and whips are attached for the various kinds of doughs, batters and creams, the ingredients being slid or poured into the bowl by means of a funnel. The switch regulates the heater to three speeds. Other attachments are connected to the hub for chopping food, meat or ice, for grinding coffee, for slicing vegetables and fruit, for straining soups, for freezing ice cream.

In short, the electric "Kitchen Aid," far from adding one more kitchen utensil to the housewife's already crowded kitchen, will take the place of others—of the hand-operated meat choppers, coffee grinders, vegetable slicers, strainers, dough mixers, and ice cream freezers!

### "The Children's Hour"—by Radio!

BY L. H. ROSENBERG

"Good evening, children. How is everything in the United States? Have you all been good little girls and boys this year?" "Oh! mama," said little Mary, aged six, "It's Santa Claus himself." She was sitting before a small wireless set, her eager face showing her intense interest in what she was hearing.

And wouldn't you, if you were six, or even sixty, believe in Santa Claus if you could actually hear his voice, coming out of nowhere, telling about how he caught his first reindeer? All the little children do, for they hear each night a story either about Santa Claus or the story by

### Westinghouse Radio Program for Today

3 p. m.—Entertainment from Syria Mosque, which will be given by the Syria Ladies' Social Club.  
7:30 Music and "Uncle Wiggily's" bedtime story.  
7:45—Weather report.  
8:30 to 9:30—Music.  
9:55 to 10—Arlington time signals.

#### SELECTIONS.

Land of the Sky Blue Water—Pittsburgh Civic Quartet.  
La Gironetta—Soprano solo by Mrs. Aufhammer.  
Sweet Lady—Soprano solo by Mrs. Aufhammer.  
O, Wert Thou in the Cauld Blast—Pittsburgh Civic Quartet.  
The Old Refrain—Violin solo by Mrs. Eda Keary-Liddle.  
Mighty Lak a Rose—Violin solo by Mrs. Keary-Liddle.  
Barcarolle (Hoffman)—Duet by Mrs. Aufhammer and Mrs. Erhart.  
Irish Love Songs—Pittsburgh Civic Quartet.  
Air de Ballet—Piano solo by Mrs. Green.  
Where My Caravan Has Rested—Contralto solo by Mrs. Erhart.  
Elegie—Contralto solo by Mrs. Erhart.  
Christmas Carols—Pittsburgh Civic Quartet.  
The members of the Pittsburgh Civic Quartet are: Mrs. Charles F. Aufhammer, soprano; Mrs. S. W. McKee, soprano; Mrs. C. H. Barnard, contralto; Mrs. Will Erhart, contralto; accompanist, Mrs. James H. Green.

Daily programs of radio events, concerts, addresses, etc., appear in five Pittsburgh newspapers. Several of the Pittsburgh papers also run weekly radio pages of ads and news items of interest to the general public on radio topics.

Santa himself. These stories are sent out by radio broadcasting stations at East Pittsburgh, Pa., or at Newark, N. J. They are told by persons trained in elocution and in the art of telling stories to children.



For instance, in Pittsburgh a young lady whose business is to collect kiddie stories and give them at the Carnegie Library goes to the radio station and gives the stories there. Think of it! Instead of interesting only a few children that gather around her at the library, she is able to have an audience of a thousand kiddies scattered from Maine to Texas, and from North Dakota and Canada to Florida and even Cuba. She puts all of these kiddies to sleep, as it were, with a bedtime story. The fathers and mothers are no longer troubled with "Read me a story and I'll go right to bed" from their children. They merely turn a knob in their wireless set, and the story is there.

Besides the Santa Claus stories told before Christmas, other bedtime stories are given. The children learn to expect these stories and they couldn't go to sleep without one. The Uncle Wiggily stories have become famous and Uncle Wiggily is a radio father. The following letter typifies this interest.

DEAR UNCLE WIGGILY:

I hear your story every night on my father's wireless set. I am glad that the wolf has never nibbled your ears and I am listening to find out if he ever will. It made me so happy last night when the bad wolf ate the candy with red pepper in it, and howled for water.

Are you a man or a rabbit? My mother says I am a good girl, as I go to bed right after I hear your story.

I am nine years old.

DOROTHY.

After the bedtime stories, comes the regular concert from the radio station, but of course the little girls and boys cannot stay up to hear them every night. But they also get some music, and phonograph records are played for their especial benefit. Such numbers as "Jack and Jill," and "Mary Had a Little Lamb" never fail to enthuse the kiddies and they actually hold their breath when these are played. They are so entrancing.

This is just another of the marvels of the wireless telephone. It not only serves the grown-up in giving him amusement, entertainment and instruction, but it gives the kiddies a thrill each evening.

### The Vacuum Cleaner as a Musical Instrument!

M. H. Gray, of the Gray Electric Company, electragists, Springfield, Ohio, reports a new talking point that may be used in the sale of electric sweepers:

## Dealers Demonstrate Truckload of Electrical Conveniences All Over the County

BY ALLEN P. CHILD



The demonstration truck with its electric of a schoolhouse. U. B. Blalock of Wadesboro, N. C., staged this appliance cam-um sweepers, electric irons, automatic pain throughout Anson County. Electric water system, churn, etc., stops in frontchurns are selling faster now.

In Anson County, North Carolina, one of the electrical dealers in Wadesboro, U. B. Blalock, co-operated recently with the county agent and the home demonstration agent of the State Agricultural College in bringing directly to the homes of the county the electrically operated machines which contribute comfort and aid in housekeeping cares.

Twelve meetings were held in the principal communities over the county. The truck used to carry the machines was fitted with a complete electric light plant, automatic water system, churn, electric iron, washing machine, fan and vacuum cleaner and at the various meetings each of these machines had its operation demonstrated and its uses explained. Usually the truck was driven out in

front of a schoolhouse or in the grove in front of a residence in the village. The talks were short and questions were answered so that the various interested ones would tell something about the electrical devices they had at home and were using.

The home demonstration agent claims that electric churns and irons are becoming more common through the county since this series of meetings and also that many farm homes have added lighting and water systems since the demonstrations. Mr. Blalock believes it is one of the most successful campaigns he has ever entered into and that the amount of advertising obtained for his electrical-appliance business was hard to measure.

A four-months-old canary was recently added to the Gray household. In an effort to encourage the bird to sing, several new high-grade talking machine records of whistling, trilling and song-enticing types were either purchased or borrowed. These were used early and late without very pleasing results, so far as having any effect on friend bird.

On the third day, however, when Madam Gray connected up her electric sweeper, she was agreeably surprised to hear the bird burst forth in a joyous flood of song, beyond all expectations. By a carefully planned mixture of the musical hum of the vacuum sweeper and the high-grade musical records the canary is now developing into a real songbird.

### Even the Girls Like Radio

Not a few electrical dealers are discovering that their radio market is widening to include school girls. Part of this feminine interest in one of the most fascinating of the scientific toys may be ascribed to the work of the school physics class.

But perhaps a more fundamental reason is the appeal to the feminine in the wealth of aerial gossip that floats about every evening when the amateur keys take up their dot-dash chorus. The incentive is there for the girls to become clever operators and it is our guess that a year from now will find the girls buying an appreciable amount of radio equipment.



## The Jobber's Salesman



### Getting Sales in 1922 —Schimmel Policies

The salesman of tomorrow will have to be the persistent plugger. He will have to know his customer, know his needs, his limits, his possibilities and cater to all of these. Only those who will go after business consistently and sanely and in the spirit of service—only those will survive.

That was the message brought home by Samuel Schimmel, president of the Schimmel Electric Supply Company of Philadelphia, to the sales organization of that company at a dinner on Jan. 5. The speakers included William G. McKitterrick, general sales manager of the National Lamp Works of the General Electric Company; W. L. Goodwin, of the Society for Electrical Development; C. C. Skiles, sales manager of the Shelby Lamp Division, and others. All these men spoke in a most optimistic vein, predicting a wonderful year for the electrical industry.

Speaking of the outlook for 1922, Mr. Schimmel said:

"I am an optimist, and, if such a thing is possible, I intend to be an even greater optimist for the future. I have unbounded faith in the future of American business. I am satisfied that as we go on we are learning to live better, to appreciate legitimate comforts and to strive to attain them. This means one thing—*progress*.

"The salesman of tomorrow will have to do more than merely take an order without a definite time of delivery. He will have to render real service. He will have to know his customers, know his needs, his limits, his possibilities and cater to all of these. And above all he will have to be a persistent plugger. For the secret is out. Everyone knows there is going to be business; and everyone will be going after it. Only those who will go after it persistently and consistently and in the spirit of service, only those will survive."

Mr. McKitterrick analyzed the various industrial economical problems facing the world today. He contrasted them with the previous years and showed that there is every reason in the world why the salesmen of today should be optimistic. He

*Ideas Which  
Other Men Have Used  
to Help Them Sell Goods  
and to Build Better  
Dealer-Customers*

warned them, however, against an overabundance of optimism. The world, he said, is not yet completely readjusted. It may take several years before we reach such a stage. One should not delude himself into thinking that business will just flow in. But there will be business for those who will go after it. This is true of the electrical industry.

In his characteristic way, W. L. Goodwin spoke of what 1922 holds out for the electrical industry. In his opinion this is going to be one of the greatest, if not the greatest year, in the history of the electrical industry in this country. The industry's business, he predicted, would increase by at least 50 per cent or more.

This additional business will go to the organization which is organized and is equipped and to the salesmen who mean business. We are through, he said, with the cut-price scramble. To succeed in 1922 the salesman will have to be armed with a threefold weapon—product, policy and service. He also spoke of the national advertising campaigns which he is planning in conjunction with the manufacturer and the central station people and which are bound to stimulate electrical business during the year.

### Northwest Electrical Service League Holds Jobbers' Salesmen's Meetings

The Northwest Electrical Service League has recently called together two meetings of jobbers' salesmen. The first meeting was held at Seattle

## The Human Automobile



**A**LL rules of success overlook the most essential element — **GETTING STARTED** — therefore, use a self-starter on your human automobile.

Use the brakes of Patience and Self-Control.

Put large quantities of Hope into the grease cups.

Use the Perseverance Brand of Gasoline as motive power, instead of hot air.

Have the timer properly set—**EARLY**.

Have the Carburetor properly adjusted, admitting a mixture of equal parts of Earnestness and Will Power. Use the Primer of **ENTHUSIASM**.

Best results can be had by using the Four Cylinders of **KNOWLEDGE**.

The knowledge of self,

The knowledge of your company,

The knowledge of your goods,  
The knowledge of men.

Advance the spark of **AMBITION** for more speed.

Open wide the throttle of **FAITH** in yourself, your company and your calling—to secure more power.

Polish with powder of Courtesy.

Use **STICK-TO-IT** tires on Non-Discouragement rims.

Use the Golden Rule steering wheel.

Put on Searchlights of Character.

With the foregoing equipment the human automobile will take every hill of disappointment and discouragement on high gear!

—Harvester World.



on Nov. 19, with an attendance of forty; the second was held at Portland on Nov. 26, with an attendance of thirty. Auxiliaries are also being planned for Tacoma and Spokane.

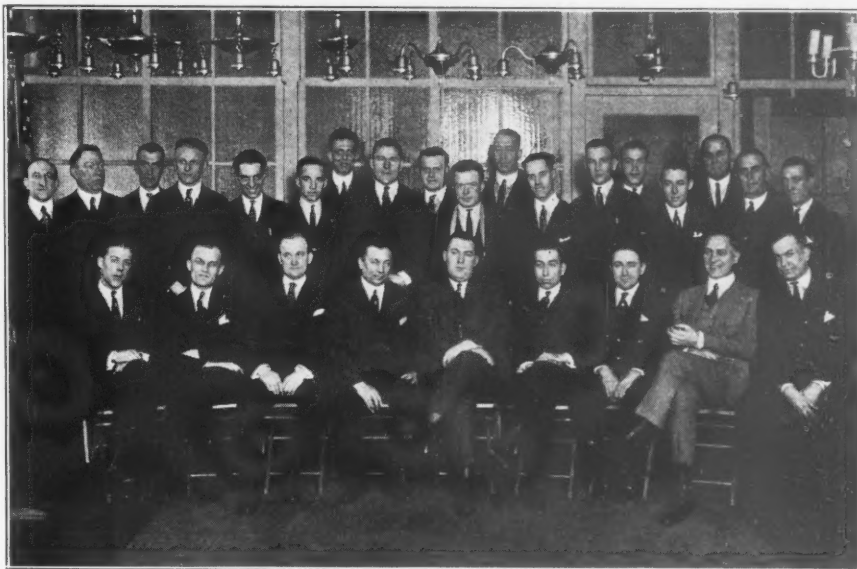
Constructive work will be at once undertaken along the line of "sales round-tables," according to Stephen I. Miller, manager-secretary of the League, 535 Central Building, Seattle, in order that successful salesmen may contribute their ideas and experience to the entire group. The relation of the jobber's salesman to the contractor-dealers will also receive a considerable share of attention for the salesman is in a position to obtain the confidence, information and co-operation helpful to the merchandiser of appliances. The activities of the Northwest Electrical Service League may likewise be advanced by a full understanding on the part of the jobbers' men of the program of development.

The advisory committee of the Northwest Electrical Service League is made up of the following:

F. N. Averill, Forbes Supply Company.  
W. M. Meacham, Meacham & Babcock.  
R. T. Stafford, Allis-Chalmers Manufacturing Company.  
R. P. Kenney, Ne Page-McKenny  
A. S. Moody, General Electric Company.  
A. J. Gladson, Valley Electric Supply Company.  
R. W. Clark, chairman, Puget Sound Power & Light Company.  
A. C. McMicken, vice-chairman (Oregon), Portland Railway, Light & Power Company.  
L. A. Lewis, vice-chairman (Washington), Washington Water Power Company.  
J. V. Strange, chairman finance committee, Pacific Power & Light Company.  
Stephen I. Miller, Jr., manager-secretary.  
J. I. Colwell, Western Electric Company.  
J. R. Tomilson, Pierce-Tomilson Electric Company.  
H. Byrne, North Coast Electric Company.  
G. A. Boring, Pacific States Electric Company.  
W. D. McDonald, Westinghouse Electric & Manufacturing Company.  
H. T. Van Riper, Edison Electric Appliance Company.

The National Light & Electric Company, 289-291 Market Street, Newark, N. J., reports the busy operation of its new place of business, occupied by the firm on Oct. 15. The organization is distributing electric appliances of all sorts, "wholesale only," and is also acting as importers and manufacturers' agents. George Ollendorf, Harry Hirsch and Albert R. Hamerslag were the organizers of the firm.

## St. Louis Salesmen Ready for a Big Year



Convinced that business always comes to the man who goes after it, the salesmen of the Central Telephone & Electric Company, St. Louis, laid down aggressive sales policies and plans at their recent annual three-day sales gathering in St. Louis.

Well-seated in the front row, beginning at the left, friends and customers of the "C. T. & E. boys" will recognize H. O. Kern, J. J. Dorney, F. D. Phillips, H. T.

Gearhart, J. F. Hensgen, B. J. Lurie, L. A. S. Wood, and R. C. Brickweide; and the boys who volunteered to stand up: S. A. Berger, George C. Leaks, Donald B. Cameron, C. A. Meier, H. A. Heinberger, J. C. Glacken, G. H. Thiemeyer, C. W. St. Denis, G. A. Phillips, C. A. Phillips, A. H. Thompson, R. E. Hickman, L. F. Laufketter, M. I. Alverson, V. Lonergan, M. C. Rypinski, L. F. Philo and M. W. Toomey.

## The Salesman's "Ten"

With Acknowledgments to Walter Camp's "Daily Dozen"

Salesmen, THINK!!

When the telephone has wakened you at eight-thirty, and you are through thanking the operator for rousing you, go back to BED!

Not to sleep, no, not to sleep, but to THINK!!

Your MIND needs EXERCISE!

Every wide awake salesman goes through his physical exercises, including deep breathing, before his sponge, shower or plunge.

BUT do you go through YOUR mental exercises BEFORE getting up?

Your MIND needs EXERCISE!

During the past few years I noted with CONSTERNATION that the seller's market was making the selling brains of the NATION flabby!!

This gave me PAUSE for THOUGHT!

ABOUT this TIME I was requested to HELP improve the MINDS of a number of PROMINENT dollar-a-year men, who were in DANGER of breaking under the STRAIN of running their BUSINESS at LONG distance, while at Washington.

I visited many places and OBSERVED many GREAT minds!

They THOUGHT!

They stretched their IMAGINATIONS!! AFTER collecting a GREAT deal of DATA, I evolved TEN mental exercises! These MEN took to the EXERCISES like salesmen to soda water!! (?)

HERE they ARE for YOU!!!

### THE MORNING TEN

1. Lie flat on your back and relax your brains. Now take a deep THOUGHT slowly while you count ten, hold it for five seconds and then forcibly expel it. Repeat ten times. If this is tiring, only repeat five times at first.

2. Raise your MIND to a vertical position, bend it back to your last order, swing it to the first customer of the morning, back to how you got that ORDER, to a horizontal position. Repeat ten times.

3. Forcibly grip the THOUGHT of yesterday's expenses, RELAX, GRIP, etc. Repeat ten times. Do not mistake this to mean your EXPENSE ACCOUNT, this will not help.

4. Stretch your imagination forward to the BIGGEST order you could write, now raise it to the customer who would give it to you. Repeat five times. If you cannot think of a customer who would place the order, it SHOWS that your IMAGINATION is suffering from auto-intoxication. THEN lower the amount of the order till you visualize a possible customer that day.

5. Wrack your BRAINS for the reason why you neglected to book more business the DAY before. RELAX, wrack again for a better reason. RELAX, wrack again, repeat till you get one that will seem reasonable.

This should induce a profuse perspiration, unless you are used to this exercise No. 5.

This is the first five of the ten exercises, these and the next five, if persisted in, will produce a LAYER of mental MUSCLE where your sales manager only found FAT heretofore!!

They will automatically cause you to excrete WASTE thoughts regularly.

In a few weeks you will be ABLE to DIGEST facts of the most difficult NATURE!

Mental afternoon EXHAUSTION will be entirely ELIMINATED!!

If these work well, and there is a SUFFICIENTLY great demand, we will produce the OTHER FIVE!

—H. S. Ashmun in Greenfield Tap and Die Helix



## Sales Helps for the Dealer



### "More Leisure Hours"—a New S. E. D. Booklet for the Busy Housewife

To sell the idea of more time for the enjoyable things of life is the primary object of an attractive little booklet which the Society for Electrical Development is ready to distribute. "More Leisure Hours" is the title, and in twenty-four entertainingly written and illustrated pages the booklet tells how hours of drudgery may be eliminated by the use of electric service and appliances.

Each page points out the service of one appliance as an aid to better and more economical living. While no too obvious attempt is made to sell, few readers of the booklet can escape the desire to buy and use more electrical aids. Without appearing to teach, the brochure also explains in simple and understandable language the meaning of the more commonly used electrical terms and definitions.

"More Leisure Hours" is artistically designed and printed in colors. It is 3½ x 6 in. in size (making it suitable as an envelope inclosure),



Cover design of the new S. E. D. booklet, "More Leisure Hours," showing the snappy "Vanity Fair" type of illustrations enlivening the pages. New and original definitions of electrical terms are on each page.

*Show Window, Counter,  
Mail Advertising and  
Specialty Aids  
Which Manufacturers Offer to  
Help You Get More Trade*

has twenty-four pages and cover, and ample provision is made for dealer's imprint. It may be had either with or without envelopes to match. The Society for Electrical Development, 522 Fifth Avenue, New York City, will forward samples and quote prices.

### Lighting for Indoor Recreation

A new pamphlet entitled "Lighting for Indoor Recreations," containing detailed suggestions for pool and billiard parlors, bowling alleys, indoor tennis courts, squash courts and skating rinks, is ready for distribution by the Department of Publicity, Edison Lamp Works, Harrison, N. J. As with outdoor sports, the lighting for these indoor recreations has become fairly well standardized, and methods of illumination which have proved successful in actual installations are presented in the pamphlet.

### The Charm of the Lamp as a Gift

"The dainty gift lamp is most useful and is a constant reminder of the giver," says a little folder entitled "The Dainty Gift Lamp," distributed by Pass & Seymour, Inc., Solvay, N. Y. "It adds materially to the charm of the boudoir, den, library or living room, and is always the personal possession of some one member of the household. It is always associated with the intimate home life of the individual—for this reason its value is enhanced because of its beauty, usefulness and the enduring sentiment it constantly expresses."

A feature of the folder is its emphasis of the importance of the lamp socket—a part of the lamp seldom considered by the purchaser but which, by the work it does, may mean much in the enjoyment and use of the lamp.

The folder has a dainty cover of a woman playing the piano, softly

### "Away with Match Box and Coal Hod!"

Do away with Dirt and Dust  
Cook the clean way!  
**Electrically**

*Electric Cookery is Correct Cookery*

The modern kitchen has no place for match box or coal hod, kindling or ash container. All these have been banished by electric cookery—the modern method which is brought to its highest development in the

**Hotpoint-Hughes**  
ELECTRIC RANGE

The clean electric heat needs no preparation. It is commanded instantly at the turn of a switch. There are no fumes of fuel, no stain of soot on utensils, walls or ceiling.

The Hotpoint-Hughes concentrates its heat and delivers it all into the cooking—not into the kitchen. Meats and vegetables are evenly cooked and brought to the right point without shrinkage and without loss of flavor. Whether in baking, boiling, roasting, frying or broiling, this same assured perfection is a permanent feature of Hotpoint-Hughes correct cookery.

*Require about our special cooking rules.*

DEALER'S NAME

"The modern kitchen has no place for match box or coal hod, kindling or ash container," reads this newspaper advertisement, one of a forceful series prepared by the Edison Electric Appliance Company, Chicago, for its new "Hotpoint-Hughes" electric ranges. The ads are furnished dealers in either stereos or mats. A new cook book is also ready for distribution, besides five folders entitled: "Better Cooking," "Better Apartments," "Why Cook Over a Hot Range?" "The Value of Electric Cookery in Schools," and "The Kitchen of Her Dreams."

lighted by a piano lamp. It is one of a series of six Pass & Seymour folders, including "Porcelain for Service," "Aladdin Sockets," "For Ceiling Lights," and "The Truth Concerning Porcelain Pull Sockets."

### Sell the Householder a Card of Fuses

The increased use of electrical appliances in the home has brought with it an increased demand for plug fuses by the householder. During the past few months considerable attention has been given by fuse manufacturers to business of this character. To assist dealers in handling retail sales at a profit, the Weber Electric Company (Henry D. Sears, general sales agent, Boston, Mass.) has designed a new fuse card



for them. It is of substantial thickness, about 6 in. square, and is designed to hold two 30-amp. fuses for the main service cut-out and eight 10-amp. fuses for branch circuits. These cards are furnished free to dealers, one being inclosed in each carton of 10-amp. and 30-amp. fuses, the thought being that certainly not more than 20 per cent of all the fuses of those two capacities that are produced by the manufacturer are turned over at retail. The card is provided with a brass eyelet so that it can be hung at the meter or other convenient place. This assures fuses being available when an emergency arises, and, if more than half the holes are empty, it is a reminder to the householder that it is time to take the card to an electric shop and have it refilled.

Now doth the Weber plug-fuse card  
Make short each darkened hour.  
We find new fuses in a trice  
And soon restore the power!  
—F. V. Burton, scripsit.

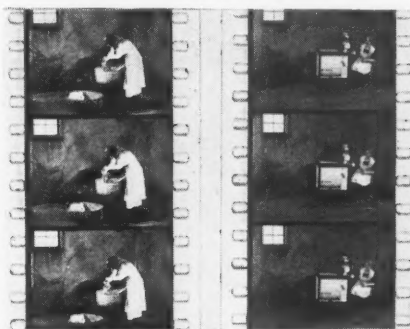
### "Perfect Lighting for the Home"

Probably every woman who buys lighting fixtures is torn between the charms of local lighting by table lamps and the necessity of occasional general illumination. "Perfect Lighting for the Home," an attractive little folder issued by the National X-Ray Reflector Company, Chicago, tells her how she can have both desires satisfied by one art lamp. When the art lamp is equipped with the "Curtis" adapter, a pull of one switch lights the small lower lamps within the shade, giving soft local light for reading or working; a pull

of the other switch lights the large upper lamp within the "X-Ray" reflector, which throws the light upward, lighting the entire room. Attractive photographs show the two effects, and the booklet also pictures the wire frames offered for those who prefer to make their own lamp shades.

### "Back of the Button"—a New Movie Starring Mr. Kilo Watt

Mythology is brought up to date in "Back of the Button," a new motion picture film produced for the National Electric Light Association, with headquarters at 29 West Thirty-ninth Street, New York City. The



The phantom figure, Kilo Watt, makes a clean job of all back-breaking labor, by substituting electrical devices for the old laborious methods, in the new film, "Back of the Button," produced for the National Electric Light Association.

picture tells how Mr. Kilo Watt, a phantom figure, is sent by the great god Thor to aid mankind and the homes of men.

In the basement of "The House of Drudgery" he finds a woman wearing out her back over a wash-

board. Our hero extends his hands toward the tub, wriggles his fingers, and lo, the washtub vanishes and in its place appears a modern electric washer. In the kitchen Kilo Watt finds a cook weary and worn out by the combined heat of summer and cookstove. After he works his magic, the cook's wages and coal stove are no more, and the housewife does her own cooking—the electrical way. Kilo Watt makes a clean job of it all in the home—the broom becomes a vacuum cleaner, the flat-iron an electric iron, the kerosene lamp which topples over and starts a fire is transformed into an electric chandelier.

Besides the film, newspaper ads, posters, window cards and Kilo Watt buttons are all supplied, together with a data book to help arrange a showing of the film locally.

### New Use for Laun-Dry-Ette Discovered in Winnipeg

*There is a still, behind the hill,  
Where the smoke goes curling to  
the sky;  
You can always tell, by the whiff or  
smell  
When the liquor boys are nigh.*

Some such thought phrased in his native tongue must have been present in the mind of a prospect who answered a Laun-Dry-Ette advertisement of the Overseas Development Corporation, Ltd., Winnipeg, Canada.

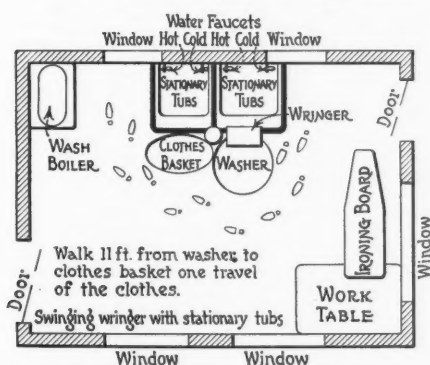
You couldn't fool this fellow by claiming that the Laun-Dry-Ette was an innocent washing machine seeking to minister unto the domestic needs of people. No, siree! He knew it was a young distillery and wrote as follows:

Dear sir

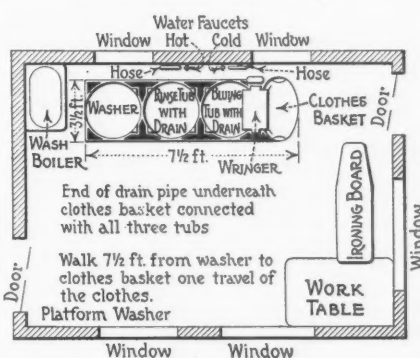
your macheen she look good to me how many galens will she hold and how much muney will it cost to put pipe for coling in. dose she work on wheet or barlie. you work great bluff on wash macheen. i laf. you let me know what you tak to fix me up."

—Reprinted from the DRY-ER.

### Two Step-Saving Plans for the Home Laundry



Careful planning of the home laundry, even with complete electrical equipment, is necessary to save the housewife many wearisome and unnecessary steps. The plan at the left, above, shows the best arrangement of washer, basket and stationary wringer to swing over each rinse tub. The plan at the right shows an even greater



step-saving when it is possible to place washer, tubs and basket side by side, the wringer frame being mounted on rollers and moving along the bench passing over all the tubs. The illustrations are from the attractive book "Voss Washing Machines," issued by the Voss Brothers' Manufacturing Company, Davenport, Iowa, and ready for distribution.

The Faries Manufacturing Company, Decatur, Ill., has issued an attractive new folder, in colors, illustrating and describing its entire line of "Verdelite" desk, piano and library lamps.

Auto Components, Inc., 1721 Prairie Avenue, Chicago, Ill., manufacturer of "Red Star" timers for Ford cars, has issued a ten-page booklet entitled "The Remedy for Ford Engine Trouble." Two colors are used effectively in the booklet, which discusses the cause of missing in small motor car engines and describes the company's timing device.

# New Merchandise to Sell and Where to Buy It

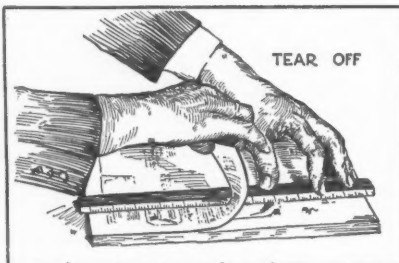
*Appliances, Socket Devices and Wiring Supplies Which  
Manufacturers and Jobbers Are Putting on the Market*

**Including Many New Appliances Suitable for the Home Electric**

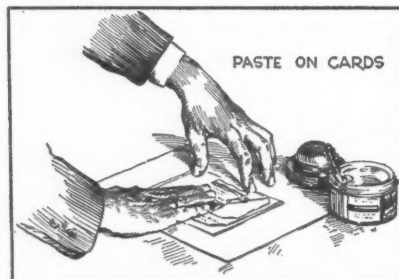
## How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number **ELECTRICAL MERCHANDISING** has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

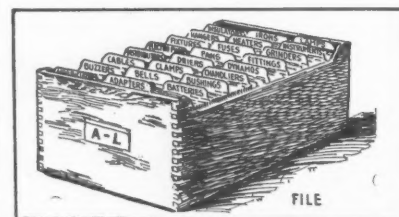
Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



TEAR OFF



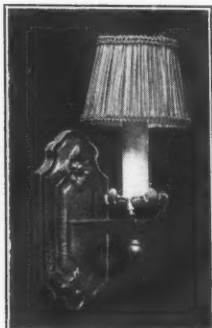
PASTE ON CARDS



FILE

This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of **ELECTRICAL MERCHANDISING**. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



## Wall Bracket

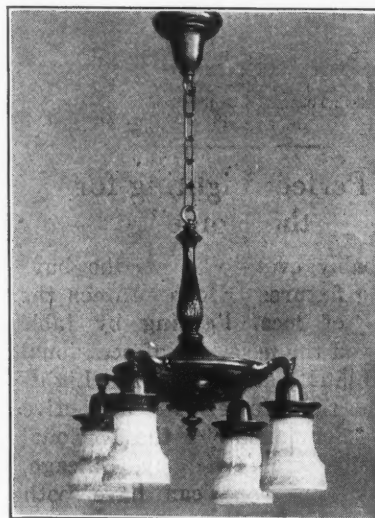
*Electrical Merchandising, February, 1922.*

The new wall bracket shown in the illustration is one of a new line of hammered lighting fixtures brought out by the Art Craft Fixture Company, Newark, N. J. They may be had in burnt brass, antique gold, old gold, or antique copper.

## Four-Lamp Fixture Unit

*Electrical Merchandising, February, 1922.*

A new four-lamp lighting fixture, shown in the accompanying illustration, has just been placed on the market by the Robert Findlay Manufacturing Company, Inc., 224 Fifth Avenue, New York. The smooth curves of the body top tend to prevent dust collection. An interesting break in the center line is afforded by the use of chain hanging only part way from the canopy to the body. The fixture is furnished in plated French bronze and gold. It will be marketed under the Williamson Sales Plan, Chicago.



## Boudoir Night Lamp

*Electrical Merchandising, February, 1922.*

Fifteen new designs of the familiar "Colonial Lady" boudoir lamps are being offered by the Nippon Novelty Company, Inc., 264 West 145th Street, New York City. The little "Gainsboro" lady stands 17 in. high, the lamp being concealed under a satin skirt trimmed with gold lace. These lamps make restful night lights as well as pretty ornaments.

## Intercommunicating House Telephone

*Electrical Merchandising, February, 1922.*

The No. 1 "Crown" telephone offered by the Liddell Electric Manufacturing Company, Bridgeport, Conn., is an intercommunicating telephone for two-party service. The box is drawn from sheet steel finished in dull black with nickel trimmings. In the home it is especially useful for affording communication between upstairs and the kitchen.



## Open-End Electric Ironer

*Electrical Merchandising, Feb. 1922.*

The new "Horton" Ironer, announced this month, is an open-end device, of simple construction and with positive, quick-acting pedal control. Both hands of the operator are left free to handle the clothes. The Horton is made in two sizes, 42-in. and 46-in. roll.

The maker of the "Horton" is the Horton Manufacturing Company, Fort Wayne, Indiana.

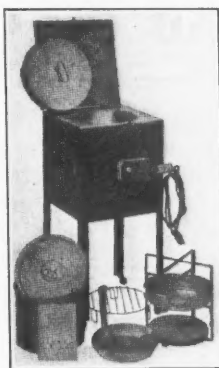


### Automatic Fireless Cooker

*Electrical Merchandising, February, 1922.*

In the new electric fireless cookers offered by the William Campbell Company, Detroit, Mich., the current is automatically turned off as soon as the food starts cooking. When the food in the stove reaches the proper cooking heat, the steam escapes through a small porcelain tube around which is placed a thermostat by means of which the snap switch is controlled. In this way, the housewife need not bother about the number of minutes required for heating the oven, or the size of the meat, or the kind of food being cooked—no matter how large the roast, as soon as the steam escapes (which means that the cooking temperature has been reached) the current is automatically turned off.

The heating element is rated at 640 watts, and the cookers may be had in one, two or three oven sizes. The outer case is made of metal ceiling steel, grained to represent quarter-sawn oak,



and the entire inside is of aluminum. The utensils that come with it include a toasting rack, drying pan, baking rack, etc.

### Automatic Gas and Oil Burner for Furnaces

*Electrical Merchandising, February, 1922.*

The combination gas and oil burner for homes, business houses and factories made by the Breeding Heat & Power Corporation, Cincinnati, Ohio, works automatically with a thermostat control.

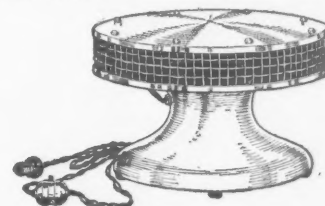
It burns natural or artificial gas, fuel oil, kerosene or any oil that will flow, and can be installed in hot air furnaces, hot water or steam boilers. It burns gas or oil separately, or a combination of the two, as it is connected with both the gas line and an oil tank.

### Portable Room Heater

*Electrical Merchandising, February, 1922.*

A heater so small that it may be carried in a traveling bag, known as the "Carmean Junior," is announced by the Carmean Electric Company, 2806 East Eighteenth Street, Kansas City, Mo. It is 6 in. high, 8 in. in diameter, and weighs 4 lb.

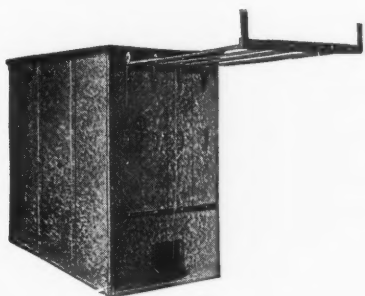
The device either cools or heats as desired, the air being forced out by means of a fan. A 1/50-hp. motor is in the base. The heater is especially designed for the traveler, for the small bathroom, for ticket sellers' booths, etc. It is rated at 660 watts, and operates on 110 volts.



### Electric Indoor Clothes Dryer

*Electrical Merchandising, February, 1922.*

The electrically heated cabinet for drying clothes indoors, made by the Scientific Heater Company, Cleveland, Ohio, occupies a floor space 4 ft. wide and 2 ft. from front to back. The cabinet is entirely made of steel, galvanized inside and out. The drying racks are of white wood, and they swing outward without noise or effort. The dryer is easily movable, no chimney connection being necessary. A fan with speed control is located in the exhaust pipe to give the clothes positive ventilation. The heating elements are arranged on a frame in the lower part of the dryer, and all air entering the dryer must pass over them.

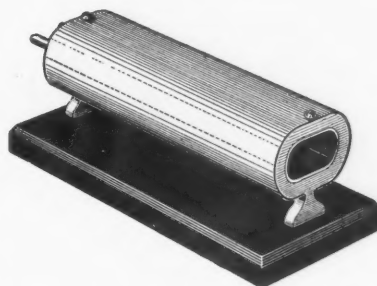


### Curling Iron Heater

*Electrical Merchandising, February, 1922.*

The Op-Al Electric Manufacturing Company, 3005 Central Avenue, Indianapolis, Ind., has developed a new type of electrical heater for curling irons, the standardized heating element being contained within an oval barrel-shaped receptacle the interior of which is roomy enough for two curling irons at once. The barrel heater rests on a base and this in turn has fiber legs, in order to protect the surface from blistering.

The finish of the "barrel" is in satin aluminum, and the base is finished in various colors. Standard contact pins and universal electrical plugs are used.



### Bell-ringing Transformer

*Electrical Merchandising, February, 1922.*

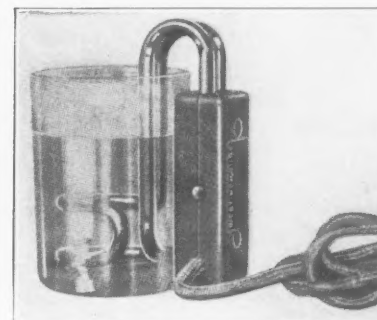
The "Little Bill" transformer made by Sperry & Bittner, 422 First Avenue, Pittsburgh, Pa., is of the exposed core type and possesses a feature in the single cold-molded insulation block for both the primary and secondary terminals. This block is heat and moisture proof and is designed to combine good insulating properties with attractive appearance, its black color harmonizing with the black finish of the core and base.

It operates on voltages from 105 to 120; capacity short circuit input, 34 watts.

### Tumbler Heater

*Electrical Merchandising, February, 1922.*

A small heater designed to warm just a tumbler-full of water or any liquid has recently been placed on the market by the Westinghouse Electric & Manufacturing Company. It has a switch which may be turned off with the same motion that lifts the heater from the glass. And it is so designed that its weight will not cause a glass to tip over.



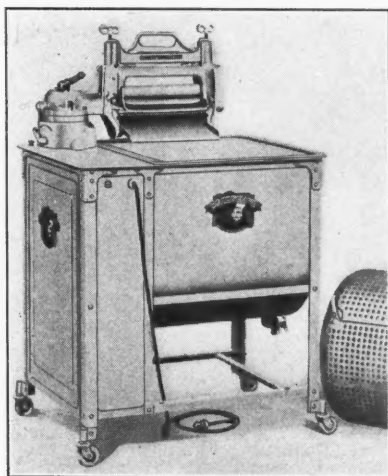
### All-Metal Clothes Washer

*Electrical Merchandising, February, 1922.*

In the design of the "American Classic" clothes washer, made by the Blackstone Manufacturing Company, Jamestown, N. Y., all wood has been dispensed with. The frame is of angle iron, the wringer of galvanized iron with aluminum hand rests and aluminum drain board and the cylinder of aluminum.

The cylinder has a capacity of eight sheets and the perforations are rounded and tapered so as not to catch in the clothes. The washer and wringer can be operated together or each independently of the other. A slight pull on the knob that operates the lock on the door at the end of the machine opens the door, the gearing then being in plain sight and all parts being easily accessible.

The washer measures 34½ in. by 25½ in. by 52 in. and is driven by a ¼-hp. motor.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.



## Gossip of the Trade



### Feiker Resumes His Work with the McGraw-Hill Company

F. M. Feiker, vice-president of the McGraw-Hill Company, who for the past eight months has been assisting Secretary of Commerce Herbert Hoover in the reorganization of the department, has resigned his connection with the Department of Commerce and has resumed his work with the McGraw-Hill Company.

Mr. Feiker, who has been re-elected a vice-president of the company, will establish a plan for closer co-operation between the McGraw-Hill publications and government activities at Washington, and also between the publications and the large engineering societies and commercial organizations throughout industry. He will assist in interpreting economic and business ideas gained from these contacts into terms of editorial and promotion plans for the McGraw-Hill journals.

Mr. Feiker has not, however, completely severed his relations with the Secretary or the department. He has been appointed a special agent of the Bureau of Foreign and Domestic Commerce, to continue in a consulting capacity the work he has been rendering.

Last May Mr. Feiker was given leave of absence from the McGraw-Hill Company to join the Department of Commerce as a special administrative as-

*Glimpses of  
Electrical Men at Work,  
at Play, and in Convention—  
as Caught by  
Lens and Pencil*

sistant of Secretary Hoover. He was selected because of his very wide knowledge of and acquaintance in the American industrial field.

Under the direction of Mr. Feiker and Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, the industrial and business contacts of that bureau have been enlarged, business relations with trade association committees have been established and the so-called commodity divisions created. Mr. Feiker has drawn some fifty or sixty experts from the business world to the Department of Commerce to be of direct and specific service to American business. During Mr. Feiker's stay with the department, *Commerce Reports*, the government's official foreign trade paper, has been changed from a daily to a weekly publication and its style and appearance completely altered more nearly to meet the needs of business. The *Survey of Current Business*, a new publication destined to be of much assistance to American business men, was brought into existence. Mr. Feiker's services extended to the Bureau of Standards, the Bureau of the Census and other parts of the department. He served as editorial adviser on the department's board of editors.

### Westinghouse Radio Broadcasting Service to Be Extended

A plan for covering the United States with a radio broadcasting service for the home has been announced by the Westinghouse Electric & Manufacturing Company. From the company's first broadcasting station at East Pittsburgh, Pa., which has been in operation just a year, persons in Canada, New England, Florida, Arizona and the Dakotas have picked up the concerts and lectures.

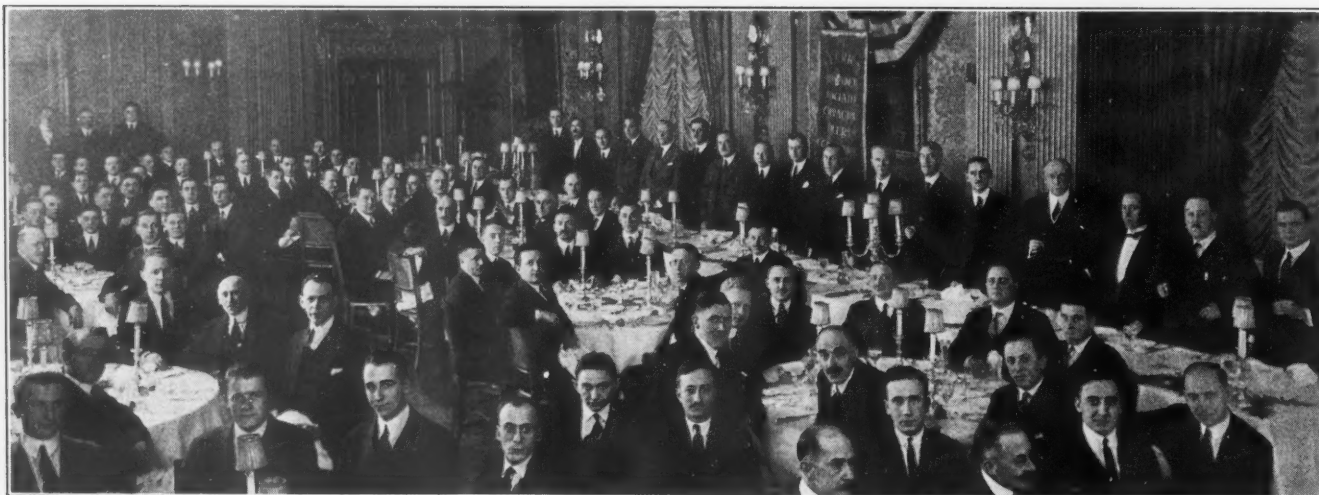
Three new broadcasting stations have already been added at Springfield, Mass.; Newark, N. J., and Chicago. New England is supplied with radio entertainment by the Springfield station and "WJZ" at Newark supplies the Middle Atlantic and Southern States. From the Chicago station, concerts and lectures are sent out for the Middle and Western States.

### Oklahoma Utilities Association, March 14-16

The fourth annual convention of the Oklahoma Utilities Association will be held March 14-16 at Oklahoma City.

A number of interesting exhibits by electrical manufacturers, jobbers and suppliers will be features of the convention. Prominent speakers in the public utility industry will attend.

### New York Electragists Install Officers at Annual Banquet



At the annual banquet of the Independent Associated Electrical Contractors and Dealers of Greater New York, held at the McAlpin on Jan. 11, the following officers were installed for the coming year: A. Lincoln Bush, president; Harry Hanft, first vice-president; Louis Freund, second vice-president; John Perass, secretary; Alfred Whiteley, treasurer; S. J. O'Brien, sergeant at arms; Larry Strauss and Anton Newburger, district representatives.

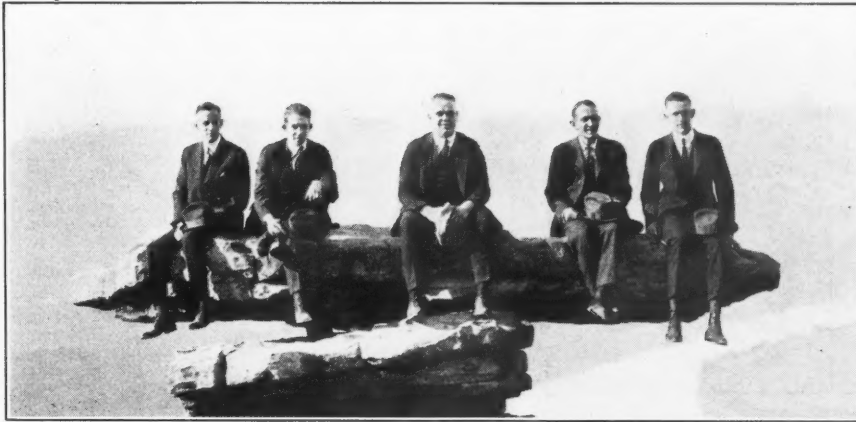
William L. Shore, the retiring president

of the association, was presented with a handsome loving cup as material expression of appreciation for his leadership during the past year. Among the guests, each of whom was invited to talk, were "Joe" Forsyth, New York Board of Fire Underwriters; Hubert S. Wynkoop, famous author of "The Code at a Glance"; Tom Spence of the Suburban Board; Walter Neumuller of the New York Edison Company and recently elected president of the New York Electrical League; Al

Berry of the United Electric Light & Power Company; Farquson Johnson of the National Association; "Everywhere" J. P. Ryan; O'Donovan of the No. 1 Association; C. L. Funnell of ELECTRICAL MERCHANDISING; John Macintyre of the Society for Electrical Development.

"The association meets on the second and fourth Wednesdays of each month," announced Press Committee Chairman Louis Freund, "and we welcome visits from every one interested."





Every Tennessee electrical man who ever sat on the end of this balanced boulder knows why they call the place "Lookout Mountain." It is a pleasure to report a safe return for the entire quintet and to list the adventurers starting at the left and progressing perilously eastward: J. T. Shannon, president Electric Equipment

Company, Nashville, Tenn.; W. W. Gam-bill, Jr., sales manager Braid Electric Company, Nashville; J. W. Pentecost, Jr., also of Braid Electric Company; A. J. Sharenberger, president Sharenberger Electric Company, Nashville, Tenn., and E. K. Shoestring, Chattanooga Railway & Light Company, Chattanooga, Tenn.

The Robbins & Myers Company, Springfield, Ohio, announces the following changes in its staff. Eugene Newnham, sales manager of the motor department, has resigned and W. W. Mumma, formerly sales manager of the fan department, has been appointed general sales manager with jurisdiction over both fan and motor sales. A. J. Reid, of the motor sales department, who has been manager of the Cleveland branch for several years, is now assistant sales manager of the motor department, and F. W. Burmeister of the fan sales department is now assistant sales manager of the fan department. Mr. Newnham has not as yet announced his plans for the future.

### Home-Building Program Aim of Contractors

The electrical industry of Aberdeen and Hoquiam, Washington, recently instigated a home-building program which will doubtless have important results in the Grays Harbor section of the Pacific Northwest. At a get-together dinner held in Hoquiam, Jan. 18, sponsored by the Northwest Electrical Service League, whose headquarters are in Seattle, about fifty lumbermen, realtors, building contractors and architects were guests of the local electrical contractors and dealers and the central power station company.

The purpose of the meeting was to emphasize the need for close co-operation and harmonious understanding between all the various industries interested in the revival of building and to particularly stress the importance for the architect and builder to call into consultation early in his plans the electrical contractor.

While no definite action was taken at this meeting looking toward a building and construction organization tentative plans have been formulated by the industries represented at the meeting to form an informal organization of the building interests.

### T. W. Frech Becomes General Manager of National Lamp Works

Messrs. Terry and Tremaine have appointed T. W. Frech as general manager of the National Lamp Works and have themselves become chairman and vice-chairman, respectively, of its advisory board.

Mr. Frech's association with the National began in 1901, when he left a position with the Weston Electrical Instrument Company to become an assistant of F. S. Terry. Then followed a year of production experience in the glass and lamp factories of the company, at that time the National Electric Lamp Company. Later, during several periods, he was superintendent of the California Incandescent Lamp Company, of the St. Louis factory, of the Cleveland Forty-Fifth Street factories and of the first tungsten lamp factory.

Mr. Frech continued in the development work of drawn tungsten wire until 1913, when he became associated with the Peerless Motor Car Company, with which company he remained as vice-president and general manager until Mr. Collins and his associates purchased the Peerless interests a few months ago.

The Condit Electrical Manufacturing Company of Boston 27, Mass., has appointed the Howard-Geeseka Company of 802 Plymouth Building, Minneapolis, Minn., to represent it in Minnesota, North and South Dakota and northern Michigan, while the Schiefer Electric Company of 614 City Bank Building, Syracuse, N. Y., has been named to handle the Condit line in the vicinity of Syracuse and the eastern part of New York State, exclusive of New York City.

The National Chain Company, formerly at College Point, L. I., has removed its factory and offices to new quarters at Belleville, N. J.

### Wisconsin Electrical Association at Milwaukee March 22-24

Preparations designed to make the 1922 conventions of the Wisconsin gas and electrical associations a joint gathering, and the greatest in the history of the two organizations, have been completed, A. J. Goedjen, Milwaukee chairman of the program committee, announces. A committee of fifteen has decided to hold the convention at the Hotel Pfister in Milwaukee, March 22, 23 and 24. Members of the committee are: A. J. Goedjen, Henry Harmon, W. M. Chester, F. A. Coffin, Frantz Herwig, Milwaukee; J. H. Verhayden, Prof. Edward Bennett, John N. Cadby, Madison; G. A. Mills, Eau Claire; Grant Ford, Wausaw; W. L. Haight, S. B. Sherman, Racine; W. G. Brooks, Chicago; G. W. Boteler, Waukesha; Roy S. Meredith, Oshkosh.

The first day will probably be devoted to a session of the gas members; the second day to separate morning sessions of both associations, and the third day to an exclusive session of the electrical association. A joint meeting will be held during the afternoon of the second day. A joint banquet is scheduled for the evening of the second day.

The Artcraft Metal Stamping Company of Brooklyn, N. Y., announces that owing to an increasing amount of business, in order to obtain additional quarters the company has moved its office, shipping and stock rooms to 1055 Myrtle Avenue, Brooklyn. The factory will remain at 1022 Myrtle Avenue.



With the icicles brushed from his face, "Skee" Moody, Portland manager of the General Electric Company, was able once more to smile when he returned from a recent attempt to ascend to the top of Mount Rainier, a W. K. granitic bump on the horizon visible from Seattle and Tacoma arising to the height of 14,408 ft.

### Pumpless Blowtorch

*Electrical Merchandising, February, 1922.*

A blowtorch which operates on the self-generating principle, and designed for use with alcohol, gasoline, petrol, benzine or naphtha, is being marketed by The Howco Service, 88 Innis Avenue, Columbus, Ohio. When the burner coil, located on the top of the torch, is lighted, free gasoline absorbed by an asbestos wicking is ignited at the burner aperture. The torch burner is thus heated, and generates its own gas. A portion of the gas generated is forced out through a small aperture bored in the upright portion of the coil. The balance of the gas is forced downward into the torch body, building up the necessary pressure to force the fuel up into the burner coil.



**Table Stove**

*Electrical Merchandising, February, 1922.*

A new electric table stove, the "Little Chef," put out by the W. B. McAllister Company, 2163 East Thirty-first Street, Cleveland, Ohio, is designed to perform the same toasting and drying operations that may be done on the larger-sized hot plates. Its two-piece construction, stamped out of cold-rolled steel, is intended to make for strength and durability. The finish is nickel.

### Radio Receiver

*Electrical Merchandising, February, 1922.*

The "Murdock No. 56" radio receiver offered by the William J. Murdock Company, Carter Street and Everett Avenue, Chelsea, Mass., is permanently adjusted for maximum sensitiveness. The head band is so designed that no screws are used to assemble them. A cord 5 ft. in length is furnished. It may be obtained in both 2,000 and 3,000 ohms rating.

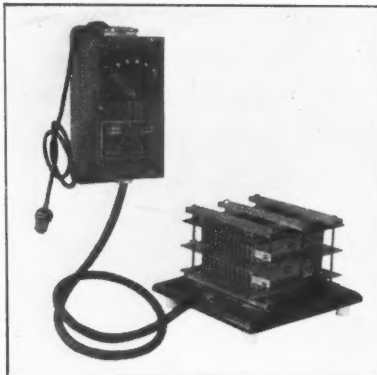
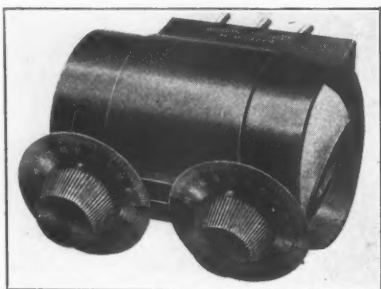
### Short-Wave Tuning Element

*Electrical Merchandising, February, 1922.*

"Tunit" is the name of a new tuning unit which is being marketed by the Ship Owners' Radio Service, Inc., 80 Washington Street, New York City.

This little device will convert any long-wave receiver, made with honeycomb coil mounting, into a short-wave receiver without changing a connection.

With any long wave receiving set and one of these "Tunit" units, the amateur may receive signals over the entire range of amateur, government and commercial wave lengths, with no loss of efficiency.

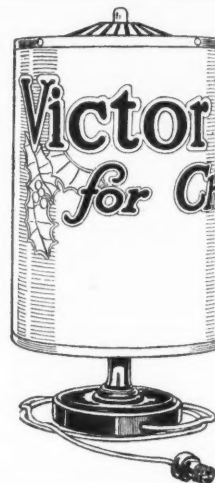


### Illuminated Device for Advertising Display

*Electrical Merchandising, February, 1922.*

A novel lamp is being put on the market by the Adverola Manufacturing Company, 220 West Forty-second Street, New York City, which is a heat motor contrivance, revolving continually simply by the heat derived from an ordinary electric bulb. Either a 50, 60 or 75-watt bulb can be used. The speed at which the shade revolves is governed by the amount of heat generated—the greater the heat, the faster the speed.

As an advertising medium, it is constantly illuminated and continually revolves, to attract the attention of the passer-by.



### Boudoir Lamp

*Electrical Merchandising, February, 1922.*

A new boudoir lamp has recently been placed on the market by S. Robert Schwartz & Brother, 729 Broadway, New York, manufacturers of "Esrobert" adjustable lamps.

This lamp (No. 510) has an ornamental base of cast metal, 5½ in. in diameter and 6½ in. in height. The ornamental shade has been designed to match the base and consists of metal frame with silk lining, 6 in. in height and 6½ in. in width. Its height is 14½ in. and its weight 3½ lb.

It is made in four finishes—gold and brown, old ivory, ivory and rose, ivory and blue.

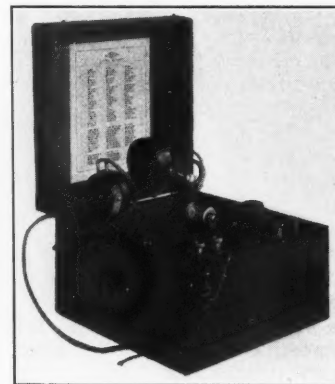
### Receiving Set for Citizen Radio

*Electrical Merchandising, February, 1922.*

F. A. D. Andrea & Company, 1882 Jerome Avenue, New York City, have brought out a new receiving set, designed to fill the requirements of the average radio fan, who wishes to receive radio concerts and the other messages which may be picked up on wave lengths up to 3,000 meters.

The set is complete. It comprises an attractive carrying case with the necessary tuning apparatus mounted on a bakelite base, and there is room enough in the case for the receivers. A variable condenser is provided to furnish selectivity of tuning between the various taps on the inductance, which is controlled by a multi-point switch.

This outfit, the manufacturer states, will respond to music broadcasting as well as to the time signals from Arlington.



What's new on the market? These pages will tell you. ➡

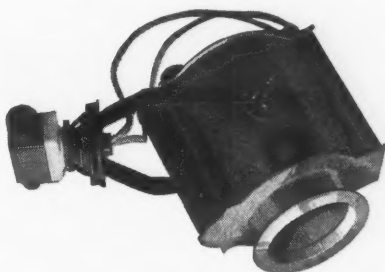


### Spot Light for Show Windows

*Electrical Merchandising, February, 1922.*

A small spotlight that concentrates an intense light with a 250-watt lamp has been developed by the National X-Ray Reflector Company, Chicago, especially for use in show windows.

It is adjustable to any angle or direction, and is fitted with a yoke so that it can be attached to a 3½-in. shade holder of the regular window reflector or bolted to any supporting surface. Spread of spot of light is easily adjusted from the outside and the use of color mediums is provided for.



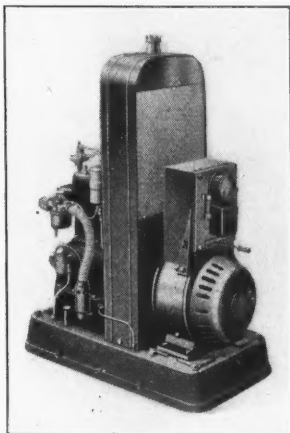
### Farm Electric Plant with Ford Parts

*Electrical Merchandising, February, 1922.*

All moving parts—piston, piston rings, connecting rod, valves, etc.—of the "Perfectlite" farm electric plant, made by the Perfection Hoist & Engine Company, Two Rivers, Wis., are duplicates of Ford parts. This feature, as the maker points out, means much in economy of upkeep.

The plant is operated by either gasoline or kerosene. The engine develops 5 hp. and the generator will carry 1,500 watts. The batteries furnished with the plants are designed especially for farm-lighting service, and the engine is cooled with a radiator and fan.

Each of these plants is equipped with a power pulley, which permits the driving of heavy-power devices direct from the engine.

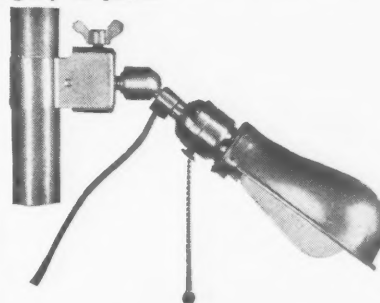


### Bed Light

*Electrical Merchandising, February, 1922.*

A new bed bracket designed to fit any bed, either wood or metal, may be had from the Faries Manufacturing Company, Decatur, Ill. It can also be used on sewing machines.

The bracket is made of brass, and by means of a ball joint it can be adjusted to any angle. To attach it, it is necessary to fasten the wide brass strap around the post, rail, body or rod, and by means of a thumbscrew to tighten the strap so that it holds the bracket tightly in place.



### Toy Magnets

*Electrical Merchandising, February, 1922.*

A new line of toy horseshoe magnets for children has been brought out by the U. S. Toy Company, Bradford, Pa. They may be had in three sizes.

### "Minute Man" Lighting Unit

*Electrical Merchandising, February, 1922.*

"Minute Man" decorations are the feature of the new lighting units offered by the Planetlite Company, Inc., 15 East Fortieth Street, New York City, instead of the "doughboy" decorations, as erroneously described in ELECTRICAL MERCHANDISING last month. These are indirect lighting units designed to cast a soft, powerful light, and instead of the "Minute Man" design, any desired picture, design, or insignia may be put on the lighting units.

### Porcelain Switch Plates

*Electrical Merchandising, February, 1922.*

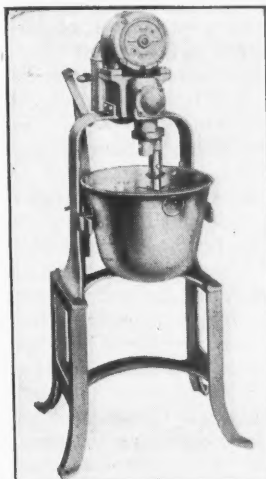
Designed for bathrooms, hospitals, etc., are the vitrified china push switch plates made by the Rush Brothers Company, 1924 Archer Avenue, Chicago. They are made in single and two-gang styles and fit the standard switch

### Restaurant-Size Food Mixer

*Electrical Merchandising, February, 1922.*

The "Reco" food mixer, a new product of the Reynolds Electric Company, 2650 West Congress Street, Chicago, is made for hotel kitchens, restaurants, bakeries, hospitals, country clubs, delicatessen stores, etc. It has a 24-qt. mixing bowl, is portable and can be furnished with or without the stand. It is 55 in. high and occupies a floor space about 2 ft. square. The ½-hp. motor operates on both currents, and there are two speeds with a gear shift.

This new kitchen unit is designed to do all the mixing work in a small establishment, and can also be used as a help-out or emergency mixer in the larger bakeshops or kitchens.



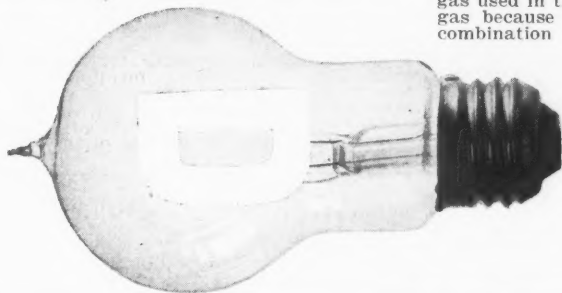
### Lamps Without Filament

*Electrical Merchandising, February, 1922.*

Mounted in the ordinary lamp bulbs, the new "Neon" lamps without filaments provide a vivid orange-red light, which comes from electrodes that do not burn out. These electrodes are made in three standard characters—the letters of the alphabet and numerals, round disks, and conical spirals—all of which can be

placed in any position in the bulbs. When lighted, the characters glow orange-red, making the lamps suitable for signs, decorative lighting, exit lights, illuminated indicators, and for mine and signal use, particularly where there is fog and smoke.

The lamps are made in 3 to 5-watt sizes for 200-260 volts, alternating or direct current. They may be had from the Neon Lamp Works, Inc., 62 West Fourteenth Street, New York City. The gas used in them is designated as a rare gas because of the fact that it avoids combination with other elements.



### Extension Socket

*Electrical Merchandising, February, 1922.*

Narrow shades sometimes make it difficult to connect the vacuum cleaner or toaster without removing the shade or scraping the knuckles, so the Anylite Electric Company, Fort Wayne, Ind., is offering extension sockets in two lengths—4 in. and 2 in. The short ones may also be used in various ways for adjusting the light in globes and bowls for indirect lighting. The longer sockets can be furnished with a white case to enable them to be used as candle sockets.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.

## Western Association of Electrical Inspectors, Chicago, January 17 to 19

The seventeenth annual convention of the Western Association of Electrical Inspectors will be held at the Hotel



With a fondness for fluxing buckwheat cakes with syrup whose ancestry is innocent of corns or canes, Clinton Stark sizes up the sap-maple crop in the White Mountains. Mr. Stark, who became general manager of the Bonnell Electric Manufacturing Company, New York, on January 1, formerly directed the sale of conduit and supplies for the Sprague Electric Works of the General Electric Company, New York.

Sherman, Chicago, Jan. 17 to 19. The officers of the association are: President, James H. Fenton; first vice-president, O. M. Frykman; second vice-president, F. O. Evertz; secretary and treasurer, William S. Boyd, 175 West Jackson Boulevard, Chicago.

Following is the tentative program:

### TUESDAY

#### Morning Session

Address: Mayor J. O. Maugorgne, Signal Officer, Sixth Army Corps—"Army Signaling."

Address: Laurees E. Whittemore, physicist, Bureau of Standards, Washington, D. C.—"Installation and Uses of Radio Equipment."

#### Afternoon Session

Address: Joseph C. Langdell meter engineer Hadenpyl-Hardy Company, Jackson, Mich.—"Reduction of Life and Fire Hazards at Meter Installations."

Address: H. J. Burton, electrical engineer, Consumers Power Company, Jackson, Mich.—"Safety First" (Including practical demonstration of prone pressure method of resuscitation from electric shock).

Address: J. M. Collins, secretary, Electrical Contractors Association of Chicago—"The Uses of Armored Conductors."

Address: Dr. J. Walter Wigelsworth, D. N. Chicago—"The Power Requirements of a Physician Using Electricity for Therapeutical Purposes."

Address: A. R. Small, vice-president, Underwriters' Laboratories, Chicago—"Identification of Grounded Circuit Wires."

General Subject: "The Unity of the Electrical Industry."

(a) The Electrical Manufacturer's Co-operation.

- (b) Electrical Contractor and Dealer's Co-operation.
- (c) The Central Station's Co-operation.

### WEDNESDAY

#### Morning Session

Discussion of Inspectors' Problems.

#### Afternoon Session

Tests of Electrical Fittings and Material. Underwriters' Laboratories, 207 East Ohio Street.

### THURSDAY

Discussion of inspectors' problems. Reports of special committees.

## Electrical Editor Honored at Luncheon

Charles W. Price, who has just retired as editor of the *Electrical Review* after nearly forty years in the editorial chair, was the guest of honor at a luncheon given by a number of his friends in the electrical industry on Jan. 18 in New York at the Lotos Club, of which Mr. Price has long been secretary. Appreciative tribute to Mr. Price's veteran service to the electrical industry was paid in brief addresses by E. W. Rockafellow, Western Electric Company; General J. J. Carty, American Telephone & Telegraph Company; O. H. Caldwell, editor *ELECTRICAL MERCHANDISING*, representing James H. McGraw, president McGraw-Hill Company, absent on account of illness; F. S. Terry, General Electric Company; A. Wilson-Lawrenson, National Carbide & Carbon Company; W. L. Goodwin, Society for Electrical Development, and others.

Messages expressing regret were also received from Henry L. Doherty, Chester S. Lord, and M. H. Aylesworth, who were absent from the city. As already noted in these columns, the *Electrical Review*, over which Mr. Price so long presided, has been purchased by the McGraw-Hill Company, which will continue to publish it in Chicago, but as a monthly magazine for practical maintenance men, under the title *Electrical Review and Industrial Engineer*.

## Westinghouse Agent-Jobbers

The next meeting of the Westinghouse Agent-Jobbers' Association will be held at Hot Springs, Va., during the week of May 29.

The officers of the association are: A. J. Cole, president, Omaha, Neb.; John J. Gibson, vice-president, East Pittsburgh, Pa.; J. E. Conaway, secretary, 223-225 South Front Street, Memphis, Tenn.

Executive Committee—A. J. Cole, Omaha, Nebraska; J. C. Schmidtbauer, Milwaukee, Wis.; N. G. Harvey, Chicago, Ill.; F. D. Phillips, St. Louis, Mo.; C. S. Walker, Indianapolis, Ind.; George S. Milner, Cleveland, Ohio; John J. Gibson, East Pittsburgh, Pa.; Samuel A. Chase, New York, N. Y.; J. S. Tritle, St. Louis, Mo.; M. C. Morrow, Mansfield, Ohio; J. M. Curtin, East Pittsburgh, Pa.; Chas. Robbins, East Pittsburgh, Pa.

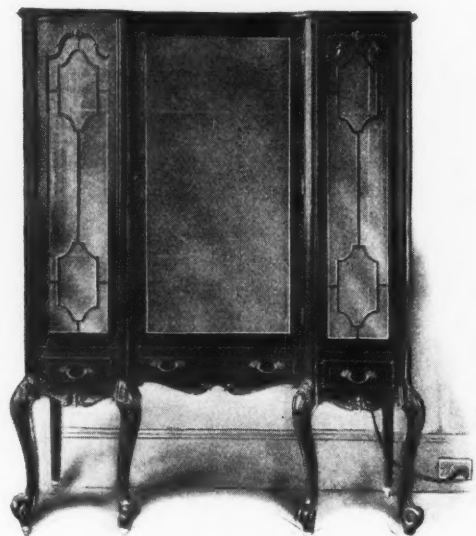
## Furniture Dealers Hold Exhibit of "Electrified" Furniture

More than 3,000 furniture dealers of the East and South had an opportunity to learn what all this "wired furniture" talk was about at the recent semi-annual exposition of furniture held at the New York Furniture Exchange Building, New York City. Under the direction of R. Braun, president of the association, and with the co-operation of the United Electric Light & Power Company, two suites of furniture—a bedroom set and a dining-room set—had been completely electrified and were placed on exhibition for the benefit of the furniture men.

### Appealed to Furniture Men

The dining table was shown wired for connection through the floor, with outlets for percolator, toaster and other table appliances. The buffet had an outlet on either end, for electric candlesticks, chafing dish, etc. In the bedroom, the bed was wired and equipped with reading lamps, and also with a lamp underneath the bed for throwing light on the floor at night—all the wiring being carried by the bed slats alone. Vanity table, dressing table and china closet were all wired also.

The exhibit attracted more attention than anything else at the show, the furniture men seeing instantly the new



Does the furniture dealer in your town know about "electrified" furniture? Ask him if he attended the recent furniture show in New York, where approximately 3,000 furniture dealers found an exhibit of wired furniture the feature of the show.

selling appeal that these wiring additions would give them. Speakers explained to them the meaning behind the innovation—namely, the additional convenience afforded electrical householders through the provision of more outlets for the convenient use of electrical devices.



## Indiana State Secretary Changes His Position

A. I. Clifford, secretary of the Indiana State Association of Electric Contractors and Dealers, and sales manager of the Sanborn Electric Company, Indianapolis, has resigned from his position to take up active work with the Utensils Company, of Fort Wayne.

Mr. Clifford has had a long experience in the electrical business, starting in 1895 with the Anderson Railway & Light Com-



pany; and afterward being connected with the Railway & Light Company of Kokomo, Ind., as master mechanic. In 1906 he moved to Decatur, Ill., and took charge of the shops of the Illinois Traction System. He returned to Indianapolis in 1915, taking a position with the Indianapolis Electric Supply Company as a specialty salesman. In 1917 he moved to Fort Wayne and organized the Luxam Electric Supply Company, which was the electrical jobbing department of the Fort Wayne Oil & Supply Company. While in Fort Wayne, Mr. Clifford organized the Utensils Company for the manufacture of "Utenco" ironers, and the C. M. C. Electric Sales Company, the latter being the factory representative of the Utensils Company for the central states.

In 1920, Mr. Clifford took the position of sales manager for the Sanborn Electric Company, and was appointed secretary of the State Association of Electric Contractors and Dealers. In connection with the latter work he was very active in increasing the membership, and the organization of local branches in Fort Wayne, South Bend and Terre Haute.

## Indianapolis Dealers Plan Better Methods

Perhaps the latest of the electrical dealer organizations that are being developed in various cities is the Electric Appliance League of Indianapolis. The purpose of it is to bring those engaged in the selling of appliances closer together and to create co-operation and good fellowship toward better business ethics in this business.

Richfield J. S. Cameron, of the "1900" Electric Specialties Company, was elected president, J. A. Shillings, of the Eureka Sales Company, was elected vice-president, and F. W. Buck, district manager of the Hoover Suction Sweeper Company, was elected secretary-treasurer.

A committee has been appointed, made up of representatives of the credit departments of each of the members, for the purpose of working out a plan of exchanging information as to keeping record of people who abuse the

privileges offered on washing machines, cleaners, etc. They will also report people who are buying these appliances on payments, who become delinquent, so as to protect the other members against selling them. It is also planned to report the questionable salesmen, or the floater, who is really a big expense to any dealer because of the fact that he puts you to the expense of training him, and then he is gone.

A committee was also appointed to take up the problem of service, and after much discussion in a couple of special meetings this committee drafted a suggested wording to be printed on the dealer's contract, as a part of it. This addition reads as follows:

### Guarantee

The electrical appliance sold under this contract is guaranteed for one year from date against defects or imperfections in workmanship or material, and any parts proving to be defective during the time mentioned will be supplied to the purchaser without charge.

### Servicing Appliances

For six months from date of contract, the seller will provide free service for all adjustments, or repairs to appliances, sold under this contract, except when such service is made necessary by abuse or negligence on the part of the purchaser.

After six months from date of purchase, the following charges will be made for service within the city limits.

For the service call including not more than one-half hour's work—\$1.50, and all time thereafter at \$1.25 per hour.

### Exceptions

The above guarantee and service provisions are both limited to thirty days if the appliance sold is used for commercial purposes.

The majority of the members wanted to make the free service period three months instead of six months, as shown on this outline, but one or two members were reluctant on this point, and to create harmony and to get a starting point, it was resolved to set six months as the limit with the privilege of using less time at the option of any dealer. A few of the dealers intend to limit their free service to a three months' period.

At present the organization has thirteen members. The league will welcome the experience or suggestions of other dealer clubs throughout the country as to the things which made them successful, as well as the things which proved to their detriment.

The brief constitution of the league follows:

### CONSTITUTION

#### Article 1. Name

This organization shall be known as the Electric Appliance League.

#### Article 2. Object

The primary purpose of this league is for the membership to become better acquainted and to organize for the co-operative and educational purposes and to meet on common grounds for the discussion of problems which have to do with the betterment of the electric appliance business.

#### Article 3. Membership

The membership shall consist of corporations, firms and individual business men of Indianapolis engaged in the manufacture or sale of electrical appliances. All applications for membership must be made to the Secretary

in writing and endorsed by the corporation, firm or individual represented by such applicant. Each member shall be entitled to one vote to be cast by its representative present.

#### Article 4. Officers

The officers of this league shall consist of a President, Vice-President, Secretary-Treasurer. The term of each office shall be six months.

#### Article 5. Meeting

This League shall meet weekly on Thursday from 12:00 to 1:30 in the form of a noonday luncheon. All special meetings are to be called by the President, and at such meetings two-thirds of the membership shall constitute a quorum.

#### Article 6. Dues

The membership dues of this league shall be \$1.00 per week, which will include the cost per meal of the individual representing his respective concern. All dues are payable monthly in advance. Associate members and guests are welcome, for which a charge of \$1.00 per plate will be made.

#### Article 7. Amendment

This constitution may be amended by two-thirds vote of the membership, providing the amendment is presented at a regular meeting at least one week in advance of being put to a vote.



Considerably west of the point Where The West Begins—in fact, out where it's been West for miles and miles—are the vine vistas and vapor caves of Glenwood Springs, Col. And there, at the recent joint convention of the Colorado Electric Light, Power and Railway Association and the Rocky Mountain Division of the N. E. L. A., we found and photographed the retiring\* presidents of the two organizations: C. A. Semrad and E. A. Phinney.

\*Speaking officially, not personally.

Emory M. Coffin, formerly sales manager of the Pierce Fuse Corporation, Buffalo, N. Y.; and B. F. Perry, district manager of the same company in the Ohio territory, announce the formation of a new organization to be known as Coffin-Perry Company, with headquarters at Columbus, Ohio. The new company will represent well-known manufacturers of electrical material in the states of Ohio, Kentucky, West Virginia and western Pennsylvania.

### Portable Lamp

*Electrical Merchandising, February, 1922.*

A portable lamp provided with a spring so that it may be clamped to any projection or piece of furniture has been placed on the market by the Paragon Electric Company, Old Colony Building, Chicago, Ill. The light may be concentrated where it is most needed and 10 ft. of ornamental extension lamp cord, furnished with it, gives it a large range of operation. The shade is readily adjustable to any angle. It is especially designed for roller-top desks, bookkeepers' desks, reading in bed, summer porches and hospitals. It is finished in brush brass, with fixture to match.

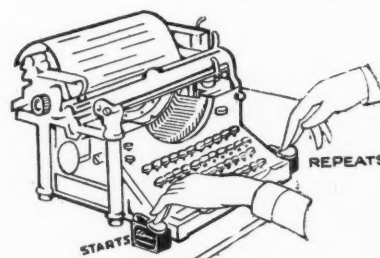
### Touch Control for Dictating Machines

*Electrical Merchandising, February, 1922.*

Electric touch control for the "Ediphone" dictating machine is the latest development announced from the laboratories of Thomas A. Edison, Inc., Orange, N. J.

The dictator, to start or stop the rotation of the wax cylinder while speaking, need make only the lightest touch on a long flat contact under the fingers holding the tube. The transcriber, with the same ease, taps either one of two electric keys, attached on either side of the typewriter frame, to start or to repeat the dictator's voice.

This control of the dictating machine operates on the city current from any



lamp socket in an office; the tiny electric control magnets on the "Ediphone" do their work so instantaneously that practically no expense is incurred in "doing it electrically."



### Hearing Device for the Deaf

*Electrical Merchandising, February, 1922.*

The new hearing device, the "Vactophone," developed by Earl C. Hanson, of the Globe Phone Company, Reading, Mass., utilizes the vacuum tube amplifier, which is a distortionless amplifier of minute electrical impulses adaptable for use in an electric circuit between the telephone transmitter and receiver. In other words, the vacuum tube amplifier conveys and reproduces human speech more clearly and loudly than any electrical hearing aid so far produced. The amplifier magnifies the speech vibrations striking the transmitter diaphragm and in this way makes it possible for the deaf to hear conversation which they could not hear before.

This apparatus is designed to use the ordinary commercial type of dry battery. The volume of speech is governed at the will of the user by regulating a control switch.

### Adjustable Heater Cup

*Electrical Merchandising, February, 1922.*

The Rohne Electric Company, Inc., 2434 Twenty-fifth Avenue, South, Minneapolis, Minn., is offering an electric cup with adjustable heat control, which may be used for heating shaving water, the baby's bottle, or boiling eggs. It is also of service on the road, in the hospital or sickroom, and in the dental laboratory. The heat may be regulated by setting a dial and the water may be kept at a given temperature. The manufacturer says that the cup cannot overheat and may be left without injury with the current on for a long period.

### Mill Type Lamp

*Electrical Merchandising, February, 1922.*

Two new "Mazda" mill-type lamps have been announced from the National Lamp Works of the General Electric Company, Nela Park, Cleveland. These lamps are 25-watt and 50-watt Mazda B lamps, both made with tipless bulbs. They are 2½ in. in diameter and 4 in. long over all.

These new lamps, made for use where vibration is unavoidable, are of sturdy construction. The coiled filament is firmly anchored, making the lamps exceptionally rugged.

### Ground Clamp

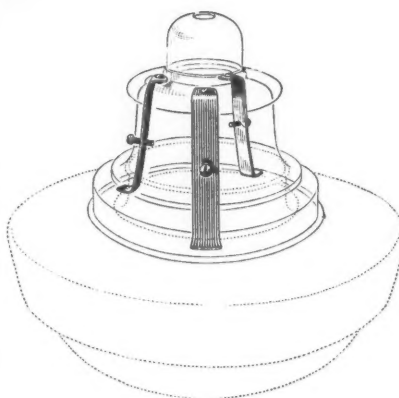
*Electrical Merchandising, February, 1922.*

A ground clamp in which are incorporated several convenient methods of attachment has been placed on the market by S. Schmukler & Son, Second and Bainbridge Streets, Philadelphia, Pa. The manufacturers state that the nut on this clamp is held stationary after tightening, and cannot come loose or be lost. In addition to this, it also saves time and labor in putting the clamp around the pipe. The band is made of 0.050-in. soft copper tinned all over, the nut and bolt being tinned also. It is made in three sizes: ½ in. to 1 in.; ¾ in. to 2 in.; and 1 in. to 3 in.

### Stamped Steel Fixture Stud

*Electrical Merchandising, February, 1922.*

Some features of the stamped steel fixture stud, No. 1001, offered by the Michigan Stamping Company, Detroit, Mich., are: the flush, unobstructed top surface, permitting the fastening of the box securely to its support; unusual strength, the design making it impossible to pull the stud out from the bottom of the box when once installed; and the heavy coating of zinc. The stud is stamped and drawn from cold steel, and is provided with a full-size standard pipe thread.



### Lighting Fixture Holder With Supporting Fingers

*Electrical Merchandising, February, 1922.*

The increase in the size of lighting fixture globes due to the large dimensions of modern high-wattage lamps has called attention to the need for adequate safeguards in the means of attaching these heavy globes to their fixtures.

The "Cochran" holder, made by the Art Metal Manufacturing Company, Cleveland, Ohio, is designed to meet this need by having as the means of support, instead of the usual holding screws, resilient metal fingers. These fingers are slipped into the globe and pushed outward by means of the adjusting screws until the bent ends support the weight of the globe. In this way, the amount of tension on the adjusting screws may be varied within wide limits without decreasing the efficiency of the grip on the globe.

### Clothes Washer of Eighteen-Sheet Capacity

*Electrical Merchandising, February, 1922.*

A new electric clothes washer with a capacity of eighteen sheets, built to meet the demands of small hotels, rooming houses, hospitals, barber shops, etc., has been placed on the market by the Sunbeam Domestic Appliance Company, Evansville, Ind.

It is of the oscillating type, and has a copper tub, a five position wringer, a ½ hp. motor, direct drive, and a friction clutch running in oil to take care of the overload.



What's new on the market? These pages will tell you. ➡





### Testing Set

*Electrical Merchandising, February, 1922*

For determining the condition of any kind of electrical wiring—shorts, grounds, and crosses—in every phase of electrical work, manufacture, installation, inspection or repairs—the "Scout" testing set is offered by the Leich Electric Company, Genoa, Ill.

The set is entirely self-contained and is compact and light. The source of testing current is a standard flashlight battery placed in the handle. It is said to be especially useful in automotive wiring and repair work.

### Flush Plate

*Electrical Merchandising, February, 1922.*

The Bryant Electric Company, Bridgeport, Conn., is producing several types of flush plates with a new finish. "Perma" plates are finished by spraying onto the cleaned brass plates a lacquer or varnish, colored to produce an old brass effect. This finish is said to be durable, and can be washed with soap and water. They may be obtained for one, two and three gang push switch installations, with and without lids for single gang "standard" and screw-base receptacles, without lids for single gang duplex receptacles, and blank in single gang size.

### Industrial Reflector with Lock Socket

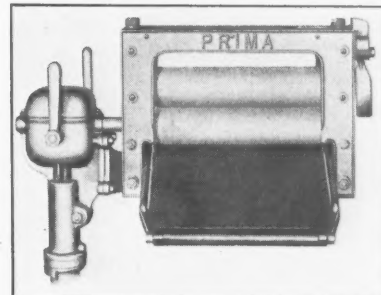
*Electrical Merchandising, February, 1922.*

A reflector-socket is being marketed by the Westinghouse Electric & Manufacturing Company which is an adaptation of the Pass & Seymour socket made by assembling it within a cast-iron housing, which serves as a holder for any type one-piece Cutter reflector for 200-watt or smaller lamps. This line has been developed to extend the features of holder-socket-reflectors to meet the requirements when lock sockets are desired. Complete interchangeability is provided in an installation consisting of both lock-sockets and standard reflector-sockets.

### Wringer with Soft Rubber Roll

*Electrical Merchandising, February, 1922.*

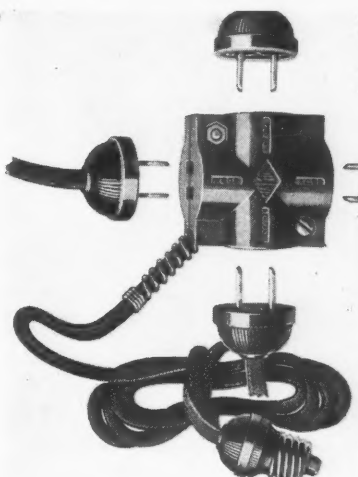
A new aluminum wringer having, instead of the customary small 1½-in. hard rubber rolls, a large pliable and soft rubber roll of 3-in. diameter, has been invented by R. J. Anderson of Sidney, Ohio. Besides preventing button breakage, the inventor declares that the soft rubber roll does away with a number of parts, such as the thumb screws which are needed to give different tensions of wringing pressure on the garments; the coil springs, pressure bars, driving cogs, as well as the finger board or guard rail. When relocked, the gravity safety release places the rolls under wringing pressure with no further adjustment.



### Four-Way Extension Distributer

*Electrical Merchandising, February, 1922.*

The new four-way extension distributor put out by the Diamond Electric Specialties Corporation, 101 South Orange Avenue, Newark, N. J., is to enable one to use several electrical appliances from one outlet, either a wall or bracket. For example, from one outlet one could have a table lamp, floor lamp, piano lamp and fan; or a toaster, percolator, fan and table lamp—all without a mass of wires, and with the connections close at hand.



### Portable Motion Picture Projector

*Electrical Merchandising, February, 1922.*

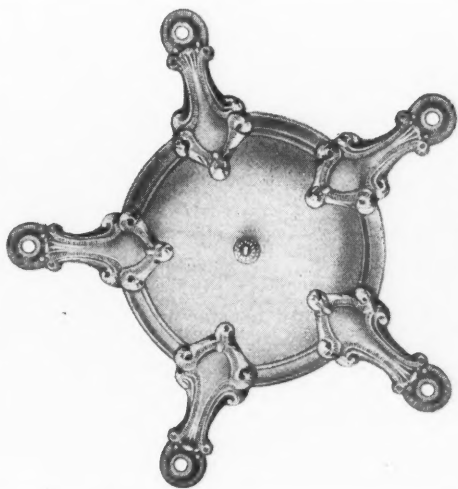
The "Beacon" projector manufactured by Withington-Hunting, Inc., 469 Seventh Avenue, New York City, is now equipped with a Westinghouse motor. This projector, made in two models for standard or safety standard film, will show a moving picture from the size of a postcard at a distance of 2 ft., to the size shown in the theater at 90 ft.

It may also be used as a stereopticon, and can be used to advantage in the windows of stores, showing a continuous motion picture on a small screen of ground glass hung in the window.

### Sealing Machine

*Electrical Merchandising, February, 1922.*

The Electric Sealing Machine Corporation, 316 West Thirty-first Street, New York City, is offering a machine for sealing letters, made of steel, nickel plated, and constructed to meet the requirements of bankers, brokers, attorneys and large commercial institutions for sealing valuables. The machine makes a seal as clear as an engraving and operates at the rate of ten seals a minute. The heating element is non-metallic and works on direct or alternating current. The inside wax pot is made of aluminum and will hold enough wax for more than two hundred seals. Additional wax can be added so that an unlimited number of seals may be made without stopping.



### Lighting Fixture

*Electrical Merchandising, February, 1922*

The "Alwin" design of "Stelcoliers" made by the Standard Electric & Manufacturing Company, Cedar Rapids, Iowa, are made of extra heavy gage brass spinings, and brass castings, and are offered in four finishes—Inca bronze and gold, Etruscan bronze and gold, French gray, and khaki bronze and gold. These finishes are all metal blasted and electroplated. The illustration shows a bottom view of the design.

### Surface Cabinets and Boxes

*Electrical Merchandising, February, 1922.*

The "Type S" surface cabinets and boxes offered by the Michigan Stamping Company, Detroit, Mich., are adaptable to all installations where surface mounted service, switch, panel, junction or cut-out cabinets are required.

These cabinets are made of steel, some with a drawn, paneled cover, others with a smooth, plain, formed cover, and finished with a black enamel coating. They are furnished with knock-outs for ½-in. conduit spaced on all four sides and near the back.

File these items on 3 x 5 in. cards every month, to keep your stock index up to date.

## New Retail Electrical Stores

### CALIFORNIA

**Long Beach**—Independent Electric Company, 326 East Fourth Street.

**Oakland**—Scott-Buttner, 11 Grand Avenue.

**San Francisco**—Liberty Electric Company, 479 Sutter Street, George Newman, proprietor. Successor to Charles G. Fries.

**Stockton** (San Joaquin County)—H. V. Dobson, 331 East Main Street. Successor to B. R. Vancott.

**Ventura**—C. H. Wellington.

### COLORADO

**Pueblo**—Kyle Electric Company. Old concern recently reorganized; capital \$10,000; incorporators, James S. Cowen, 226 North Union Avenue, and others.

### CONNECTICUT

**Hartford**—H. Bischoff, new and larger quarters at 1236 Main Street.

**New Canaan**—Leonard K. Rhinelanders Company. Incorporators, Charles E. Williamson, Darien, Conn.; D. Lang and L. Stone, Bridgeport.

**South Manchester** (Hartford County)—R. Johnson, 23 Oak Street.

**West Haven**—R. C. Dahlberg Company, Inc., 50 Walnut Street. R. C. Dahlberg, president; R. E. Harvey, vice-president; G. C. Dahlberg, secretary.

### DISTRICT OF COLUMBIA

**E. C. Gramm**, new quarters at 1909 Fourteenth Street, N. W.

**W. H. Tuberville**, 1719 Connecticut Avenue, N. W.

### FLORIDA

**Cocoa** (Brevard County)—Cocoa Electric Battery Shop, Frank W. Bell, proprietor, have doubled space. Also deal in electrical supplies.

**Jacksonville**—Electric Heating Corporation, manufacturers and retailers. Incorporated with capital stock of \$100,000 by W. P. Lemmon, secretary and treasurer, Avondale Apartments, Jacksonville, and others.

### ILLINOIS

**Geneseo** (Henry County)—Russell Goemble and Arthur Fritz.

**Roodhouse** (Greene County)—Roodhouse Electric Company.

### INDIANA

**Aurora** (Dearborn County)—Aurora Plumbing Shops, 408 Second Street.



Tom Casey, some of whose common-sense ideas on "Common Sense Merchandising" appeared in ELECTRICAL MERCHANDISING last July, hangs right on to that common-sense idea when he chooses the un-concreted paths of the Florida everglades for a walk.

**Fort Wayne**—Fred Harber, 1223-1225 South Calhoun Street. Successor to Hoffman Harber Company. New business enlarged.

**R. & D. Company**, 405 West Jefferson Street. Incorporated capital \$100,000.

**Seymour** (Jackson County)—Seymour Electric Company, John Hall, proprietor. Successor to Bernard Smith.

**Terre Haute**—Calumet Auto Supply Company, 907 Wabash Avenue, E. M. Stearns, proprietor.

### IOWA

**Marshalltown** (Marshall County)—Electric Supply Company. Incorporators, A. D. Carpenter and others.

### KANSAS

**Burlingame** (Osage County)—Jack Cook.

**St. John** (Stafford County)—W. C. and W. F. Henderson.

### KENTUCKY

**Flemingsburg** (Fleming County)—W. F. Sammons, Water Street.

**Hazard** (Perry County)—A. D. Holdcraft Electric Company.

### MAINE

**Bar Harbor**—F. J. Brewer & Son, Inc., 24 Cottage Street. Purchased Morange Building and will renovate into two stores, one of which they will occupy.

### MARYLAND

**Hagerstown**—Hollingsworth & Rogers, Central Building.

**R. W. Cost Company**, 220 North Potomac Street.

### MASSACHUSETTS

**New Bedford**—Haines-Farmer Electrical Company, Zeitz Building.

### MICHIGAN

**Benton Harbor** (Berrien County)—Combs Electric Company.

**Detroit**—Traverse Electric Company, 9686 Traverse Avenue.

**Eagle Electric Company**, 4124 Scotter Avenue.

**William A. Ratham**, 2024 Grand River Avenue.

**Grand Rapids**—L. Ryborsky, A. Wiseman and J. Betz, 128 Division Street, S. E. Successors to the Ideal Electrical Supply Company.

**Kalamazoo**—Crockett Electric Company, 310 North Burdick Street.

**Saginaw**—Schmerheim Electric Company, new branch at 133 East Washington Street.

### NEBRASKA

**Grand Island** (Hall County)—Auto Electric Service Shop, 309 West Second Street, George Benn, Jr., and W. A. Caldwell, proprietors.

**Havelock** (Lancaster County)—Bert Piper.

### NEW JERSEY

**Bayonne**—City Gas & Electric Works, I. Goldberg, proprietor, moved to larger quarters at 637 Broadway.

**Hightstown** (Mercer County)—Berrien & West, 124 Main Street.

### NEW YORK

**Brooklyn**—Seinger & Geinberg Company, moved to 5117 New Utrecht Avenue.

**Siegel Electric Company**, new branch at 126 Broadway. Has New York City branches at 133 West Thirty-seventh Street and 1383 Broadway.

**Gloversville** (Fulton County)—J. Ballard, 18 Seventh Avenue.

**New York City**—Royal Electrical Company, 3404 Third Avenue, Bronx.

**Watertown** (Jefferson County)—McGaugherty & Redmond, moved to State Street from 145 Terminal Place.

**Wolcott** (Wayne County)—McQueen & Buckminster, successors to Depoint & Ashdown. Also bought out business of above in New Haven, N. Y.

### OHIO

**Cincinnati**—Co-operative Electric Company. Incorporators, Jacob R. Koch, Anthony L. Harris, J. G. Esselman and Frederick Closs.

**Cleveland**—J. E. Black, 4900 Euclid Avenue.

**Cuyahoga Falls**—James E. Brodie, West Portage Street.

**Hamilton**—Max Joffe Furniture Company, adding line of electrical appliances.

**Lorain**—Lorain Superior Electric Company. Incorporators, R. Ward and others.

**South Euclid** (Cuyahoga County)—Mayfield Electrical Company. W. T. Amos and others.

### OKLAHOMA

**Ponca City** (Kay County)—Conner-Keltner Company.

### OREGON

**Eugene** (Lane County)—H. W. White Company, successor to White-Castellote Company.

**Medford** (Jackson County)—Battery & Electric Company, G. A. Johnson, proprietor, successor to D. L. Ewing.



It is said that Mohammed was responsible for the saying that if the mountain wouldn't come to Mohammed, Mohammed would go to the mountain; but John A. Britton, dean of the electrical industry in the Far West, takes a golf stick and knocks all obstacles out of the way. Here he is seen on the famous Pebble Beach course at Del Monte, Cal., attempting to drive a rocky ridge lining the Pacific Ocean across the waters to the distant Orient.

### PENNSYLVANIA

**Gettysburg**—Mahlon A. Hartley, Carlisle Street.

**New Castle** (Lawrence County)—Pattison Electric Appliance Company, 30 East Street.

**Pottsville** (Schuylkill County)—A. C. Hassler, Market and Second Streets, will double space and take over adjoining store on April 1.

### SOUTH CAROLINA

**Charleston**—Stokes Electric Company, A. L. Stokes, president.

**Chesnee** (Spartanburg County)—A. M. Cash, new and larger quarters at Cherokee and Alabama Streets.

### TEXAS

**Brownwood** (Brown County)—A. M. Battley & Electric Company, successors to Brownwood Electric Company.

### VIRGINIA

**Westpoint** (King William County)—Westpoint Electric Company moved to 432 D Street.

### WASHINGTON

**Seattle**—G. R. Hartwig, who has been in the retail electrical business for the past ten years, has moved to new and larger quarters at 1331 Fourth Avenue. Mr. Hartwig states he is eager to get in touch with manufacturers regarding new lines of electrical merchandise.

**Tacoma**—Walter Marshall and Robert Sanderson.

### WEST VIRGINIA

**Belington** (Barbour County)—L. L. Bennett bought electric business from Price & Criss and moved it to his plant.

**Fairmont** (Marion County)—Central Electric Repair Company, Virginia Avenue. Incorporators, A. C. Kendall, E. R. Manley, A. Ray, Arthur Leseur and F. E. Wagoner.

### WISCONSIN

**Reedsburg** (Sauk County)—Leutkins & Lassallette.



